United States
Department of
Agriculture

Forest Service

Northeastern Area
State and Private
Forestry

NA-TP-02-07CD
June 2008

A Marketing Guide

for Small and Medium Sized Primary Forest Products Processors

Robert L. Smith
Edward T. Cesa
Patrick M. Rappold

Preface

The premise for writing this guide came from a Forest Service document originally published in 1992 and reprinted in 1993—A Marketing Guide for Manufacturers & Entrepreneurs of Secondary-Processed Wood Products in the Northeastern United States, by Ed Cesa (http://www.na.fs.fed.us/pubs/detail.cfm?id=2557). That document still provides marketing concepts and guidance for manufacturers of secondary-processed wood products in the Northeastern United States. After a number of discussions the authors believed that a similar publication that focused specifically on primary processors was needed. This publication is the result of those conversations. This new publication will provide small and medium sized sawmills and primary processors with many marketing ideas and concepts.

Acknowledgments

As with all publications of this nature, a number of individuals have worked hard behind the scenes to ensure the success of this publication. They include Larry Osborn, Research Associate – Wood Technology and Forest Products, Appalachian Hardwood Center, West Virginia University, for his technical reviews and for his constant perseverance in adjusting and modifying the document; Arlice Banks, Senior Administrative Assistant, Wood Science and Forest Products Department, Virginia Tech, for her work on final adjustments of the documentation; Roberta Burzynski, Writer-Editor, Northeastern Area State and Private Forestry, for her diligent and consistent editorial review and guidance; Debbie Muccio, Program Assistant, Northeastern Area State and Private Forestry, for desktop publishing; and Victoria Evans, Group Leader – Creative Services, Northeastern Area State and Private Forestry, for her oversight and guidance throughout the publication process.

This project was supported by the Wood Education and Resource Center, Northeastern Area State and Private Forestry, Forest Service, U.S. Department of Agriculture award number: 03-CA-186.

Front cover photo credit: Patrick Rappold

A Marketing Guide

for Small and Medium Sized Primary Forest Products Processors

Robert L. Smith, Professor and Extension Specialist
Department of Wood Science and Forest Products
Virginia Polytechnic Institute and State University
Blacksburg, VA

Edward T. Cesa, Deputy Director
Wood Education and Resource Center
Northeastern Area, State and Private Forestry
Forest Service, U.S. Department of Agriculture
Princeton, WV

Patrick M. Rappold, Graduate Research Assistant
Department of Wood Science and Forest Products
Virginia Polytechnic Institute and State University
Blacksburg, VA

Published by:

Northeastern Area State and Private Forestry
Forest Service, U.S. Department of Agriculture
11 Campus Blvd., Suite 200
Newtown Square, PA 19073

NA-TP-02-07CD
June 2008
www.na.fs.fed.us

Northeastern Area
State and Private Forestry

The information contained herein contained creates no warranty either express or implied. Use of this information is at the sole discretion of the user.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

Table of Contents

I. Introduction 1
A. End-of-Chapter Discussion Questions 2
B. Bibliography 2

II. Fundamentals of Marketing 3
A. Product 3
B. Promotion 5
C. Pricing 8
D. Placement 12
E. Summary 13
F. Case Study 1 — Rusty O'Dell 14
G. End-of-Chapter Discussion Questions 15
H. Bibliography 15

III. Entering Niche Markets 16
A. Considerations 16
1. Customer Perceptions 16
2. Effect on Manufacturing 16
3. Commitment 17
4. Markets and Marketing 17
B. Niche Marketing 17
C. Summary 19
D. Case Study 2 — LSF Forest Products 20
E. End-of-Chapter Discussion Questions 20
F. Bibliography 21
G. Sources of Additional Information on Niche Marketing 22

IV. Market Research Methods 23
A. Talk to Customers 23
B. Watch Competitors 24
C. Read Trade Publications 24
D. Access Information from Academic Institutions 24
E. Contact Government Agencies 25
F. Summary 27
G. End-of-Chapter Discussion Questions 27

V. Finding Customers 28
A. Ask Current Customers 28
B. Look in the Yellow Pages 29
C. Use Published Directories 29

Table of Contents (continued)

D. Attend or Exhibit at Trade Shows 30
E. Use the Telephone 31
1. Purpose 31
2. Prepare 31
3. Present 31
4. Probe 32
F. Summary 33
G. Case Study 3 — C & Z Sawmill 33
H. End-of-Chapter Discussion Questions 34

VI. Exporting 35
A. Accessing the Global Marketplace 35
B. Phytosanitation Regulations 35
C. Summary 37
D. End-of-Chapter Discussion Questions 37
E. Bibliography 38
F. Sources of Additional Information on Exporting 38

VII. Internet Marketing 39
A. Technology and Marketing 39
B. The Internet 40
C. Marketing and the Internet 42
1. Objectives 43
2. Benefits 43
3. Economic Considerations 44
4. Expressing Your Competitive Advantage 44
D. Creating and Maintaining Your Web Site 44
E. Summary 45
F. End-of-Chapter Discussion Questions 45
G. Bibliography 46
H. Sources of Additional Information on Internet Marketing 46

VIII. Appendixes–Other Resources 47
A. Trade Associations 47
B. Trade and Market Publications 56
C. Federal Assistance 58
D. State Assistance 62
E. State Directories 73
F. Assistance with Exporting 80

I. Introduction

> *"Somewhere around the time all garbage collectors became sanitation engineers and all janitors became maintenance supervisors, a funny thing happened to a lot of sales people: they became "marketing" people instead. They were transformed into marketing managers, marketing engineers and marketing associates, and some even became marketing representatives."*
>
> —Lamont C. Blake
> Marketing Consultant

As can be seen from the quote above, marketing ranks right up there with engineering as one of the most misused words in the English language. Most attempts to define it struggle to list all of its various functions, such as sales, distribution, pricing, promotion, products, and many others. Here is an example of such a definition: "Marketing is the discovery or identification of needs and the execution of those activities necessary to plan and provide need-satisfying products and services and to price, promote, distribute, and affect exchange of these products at an acceptable cost and in a socially responsible manner." (Shaw and Semenik 1985).

A major portion of the forest products industry for years operated under the notion that customers existed to buy products. Contrast this with the marketing concept of a firm existing to satisfy customer needs. A firm soon ceases to exist without customers. And, any firm that ignores their customers' needs will not flourish in today's competitive environment. A firm must have a customer-based orientation for long-term success.

Profit is a clear objective of a marketing oriented firm. A marketing oriented firm designs its product and service offerings to meet customer needs with a profit. It doesn't allow profit to just be that part of revenues that remain after all costs are covered, as do production oriented firms.

In the chapters to come, the main functional areas within marketing will be examined, including distribution, promotion, pricing, and product policy. Perhaps through a deeper understanding of these functional areas you will develop your own philosophy of marketing.

Written predominantly with the primary forest products processor in mind, this guide is intended to help further both small ideas and expansive visions. It explains marketing and its concepts, strategies and marketing methods used by small companies, market research methods, ways to locate customers, exporting and international markets, and the Internet and its role. Appendixes will guide you towards further assistance. Throughout these pages you will find case studies and examples of companies putting marketing strategies into practice. In addition, at the end of each chapter are questions intended to guide your thoughts and ideas. Each question, once considered and answered, will eventually facilitate your process of forming a marketing plan.

Components of Success

In addition to the right type of equipment a marketing plan is also a key component in a successful enterprise. Answering each of the end-of-chapter discussion questions will be the start of building a marketing plan for your business. Developing a marketing plan will better enable you to make your business successful.

A. End-of-Chapter Discussion Questions

1. Do you have an idea brewing for a business, service, or product that will serve the forest products industry? Take a few minutes to write down the basic outline of this vision.
2. Sometimes working with what you know produces the best results. Have you thought about experiences from your past that may have given you practical and profitable skills?
3. Take a moment to combine your experiences and skills with the vision you wrote down. How can you apply your background to that idea? You may even find, as you look back through the years, a pattern of personal interests and life experiences that seem to suggest a purpose and reason for your current business considerations.

B. Bibliography

Shaw, R. T.; Semenik, R. J. 1985. Marketing. 5th ed. Cincinnati, OH: South-Western Publishing Company. 426 p.

II. Fundamentals of Marketing

"The ability of the firm to put together a mix of products and services that responds to customer needs and competitive pressures lies at the heart of successful marketing."

—Steven Sinclair
Former Instructor of
Forest Products Marketing
Virginia Polytechnic Institute
and State University

The fundamentals of marketing begin with the four P's, which are product, promotion, pricing, and placement. Each of the four P's are defined in this chapter so individuals can begin to identify how best to market their products.

A. Product

A product is any physical object, service, place, organization, idea, or personality that satisfies a customer want or need. The three main types of products are these:

1. Commodity products
2. Specialty products
3. Differentiated products

Commodity products are manufactured to more or less a standard set of specifications. Examples of commodity items include hardwood lumber, dimension lumber, and plywood. For commodity items there is little differentiation in products between manufacturers. For this reason, competition in the commodities market is primarily based on price. It is often a surprise to small and medium size manufacturers of hardwood lumber just entering the marketplace how little control they have over the selling prices of their products.

Specialty products, on the other hand, are developed and offered to a small group of customers or small market segment. Competition in the specialty products market is typically based on all product features and less on price. Because there is greater product differentiation with specialty products, compared with commodity products, the potential for higher profit margins increases.

Differentiated products are produced with differences or variations in order to satisfy different market segments. Compared with commodity and specialty products, differentiated products provide manufacturers with the greatest amount of control over selling price. In the lumber industry, however, it can be difficult to create a differentiated product due to competition and financial constraints. Product differentiation is one of the most effective methods to increase the value of your product.

Product differentiation involves developing a real or perceived difference between your company's product and that of the competitors. As a small to medium sized firm, one of the most effective methods of product differentiation is by manufacturing a quality

Product Types

Commodity Product

Specialty Product

Guard Rail Post Blocks

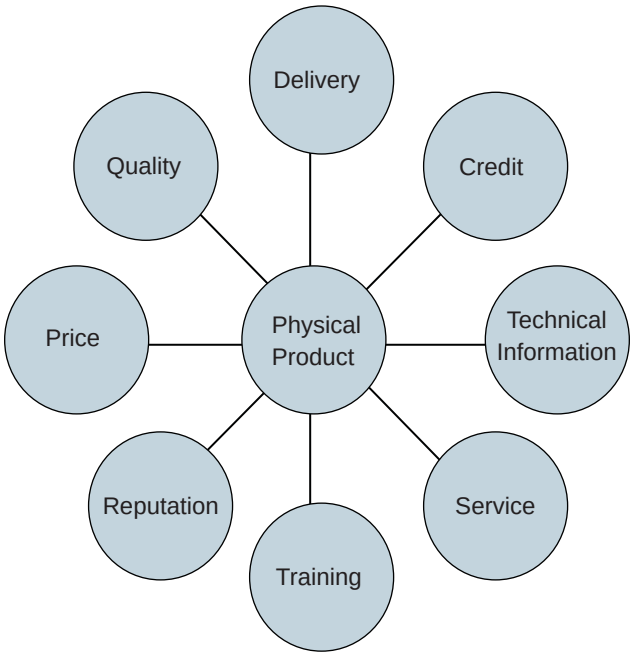
Differentiated Product

Custom Made Pallets and Crates

As a small to medium sized manufacturer it should be one of your goals to move your product from a commodity to a specialty or differentiated product. Careful analysis of your local markets and entrepreneurial ingenuity can help you accomplish this goal.

product and providing superb customer service. Buyers of hardwood lumber want consistency in thickness, color, and grade. Many large volume producers of hardwood lumber do not have procedures in place to identify when their equipment is producing inconsistent lumber thicknesses. Often at the larger sawmills, lumber that is sawn below a target thickness is not able to be identified until it is at the green chain. Depending on the accuracy of the lumber inspectors at the sawmill and the motivation level of the lumber stackers, lumber below the thickness specifications will end up being packed and shipped to the customer. As a manufacturer who does not deal with large volumes of lumber, your ability to inspect your product for consistent thickness and color enables you to better satisfy your customers' desires for quality.

Total Product Concept



The total product includes not only the physical product, but also the variety of image and service features that can impact customer satisfaction. Collectively this is known as the Total Product Concept. Components of the Total Product Concept that are important to small and medium sized firms are:

- Quality
- Reputation
- Service

By concentrating on these three components small and medium sized firms can differentiate their product from those of competitors.

B. Promotion

The objectives of promotion are to inform, persuade, remind, and associate. Promoting your business and products serves to do the following:

- Build awareness among potential users
- Differentiate your service from that of your competitors
- Communicate the benefits of using your firm
- Build a favorable image
- Persuade customers to use your firm
- Eliminate preconceived misconceptions
- Advise existing and potential clients of new services

A commonly used promotional method for small and medium sized lumber operations includes paid advertisements in local newspapers and trade publications. Another promotional method that is often just as effective as paid advertisements is the practice of networking. Paid advertisements should state the services you can offer and your competitive advantage. An important aspect of paid advertisements is that the message in the advertisement should suit your target audience. If you are able to provide only small to medium volumes of lumber, that should be stated in the advertisement.

Developing a brochure about your company can also be an effective promotion tool for your business. Because the cost of paid advertisements in newspapers and trade

publications is typically based upon the number of words and size, it can be expensive to completely describe your company. A modern personal computer and an ink-jet printer can be used to make an informative brochure that provides an overview of the capabilities of your organization, in order to help a prospective client make a positive purchase decision. If you are able, hiring a professional writer, graphic designer, or both, would probably be a worthwhile investment. A brochure should include these elements:

- A clear, positive image of the company
- Benefits available to clients
- What makes your firm unique
- The services you offer
- Professional information on the owners
- Qualifications and background of the firm
- Name, address, and telephone numbers of the firm
- Mission of the organization

When developing a brochure avoid including information that could become outdated in a year, such as pricing information. A common approach is to state that inquiries regarding current pricing can be made by calling your company.

Networking can help expand the number of people that are aware of your business. By joining a professional association, such as a local lumber drying society, networking efforts can be focused on those who will be directly interested in your business. Getting involved in local community efforts, such as by donating lumber to the local Boy Scout troop or even the local high school wood shop class, can dramatically increase the number of your network contacts. Involvement in community activities and efforts can also help to generate good publicity, which in turn is free advertising. Good publicity can create awareness of your company or product, build confidence in your buying public, and keep influential industry members apprised of your progress.

Develop a Brochure

Outside Contents of Brochure

Hardwood & Softwood Lumber Availability

The availability of lumber at our facility fluctuates depending on how much custom sawing we are currently involved in. Most of lumber is sold "green" but, we do have some lumber that has been air-dried.

Recycled pallet material we sawed for one of our customers.

Thick lumber planks sawn for a logging operation for crossing streams.

We are located in beautiful Tully, NY near the Heiberg Forest on Maple Ridge Road. Feel free to call for directions to our facility.

Bob's Custom Sawing
Tully, New York

Bob's Custom Sawing
500 Maple Ridge Rd.
Tully, NY
Phone: (540) 231-9759

Bob's Custom Sawing

Custom sawing services is available on-site or at your woodlot.

Hardwood and softwood lumber is available for purchase.

Phone: (540) 231-9759

Inside Contents of Brochure

Bob's Custom Sawing
500 Maple Ridge Rd.
Tully, New York

About The Owner

Bob, owner and operator of Bob's Custom Sawing

Bob has been in the custom sawing business for fifteen plus years. Educated in Forestry and Wood Processing at Michigan State, Bob moved to Tully, NY in 1985 where he began his business. Bob is the sole owner and operator of the business.

About The Operation

We are constantly expanding and improving our operation to better serve our customers. Although we had humble beginnings we now operate a completely mobile hydraulic band mill which we have had for the last five years. Future projects include installing a solar dry kiln to dry our lumber down to a useable moisture content.

A view of our custom sawing operation at job-site north of Tully.

Services We Provide

- Custom sawing of logs, on-site or at your woodlot
- Resawing of large timbers
- Limited quantities of "green" hardwood and softwood lumber available for purchase
- Bundled campfire-wood for sale
- We also buy logs and trees from residential areas

Call us for prices on sawing services or stop by our operation to view the inventory of sawn lumber.

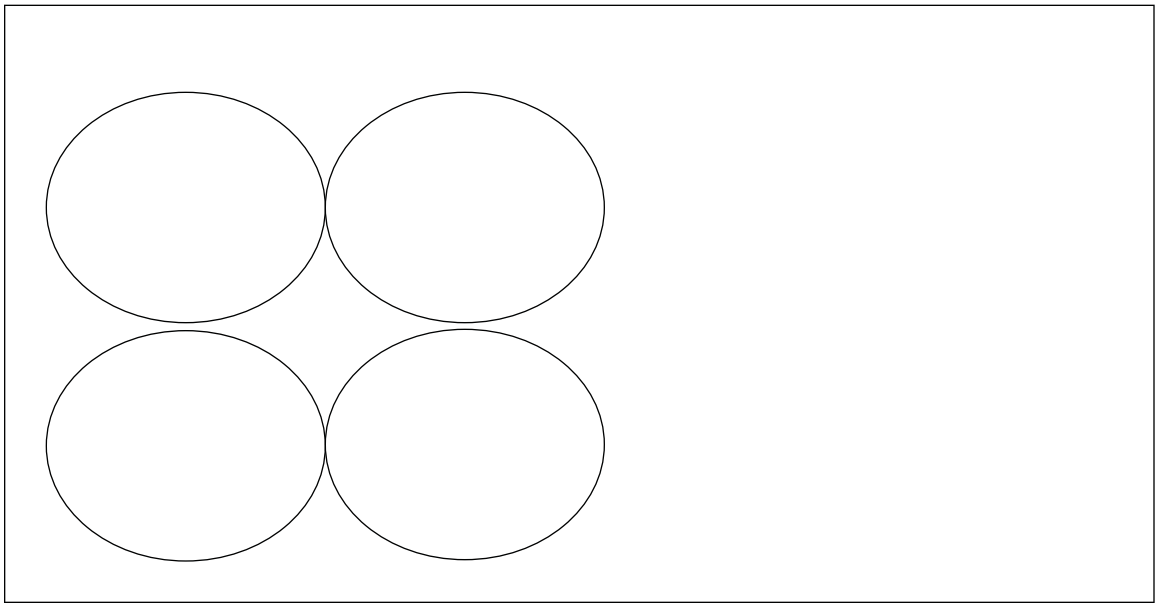
A view of our log yard which often contains logs removed from residential areas which would otherwise end up in landfills.

Examples of How Our Lumber Is Used

A small cabinet manufactured by one of the craftsmen who purchased lumber from our business.

A wide table created by the some of the hard maple lumber sawn at our facility.

A simple brochure like the example above can be made using word processing software on a personal computer and produced with an ink-jet printer. The above example is designed to be printed on one sheet of paper and folded into a three-panel brochure.



C. Pricing

Price is the amount of money that a customer gives up to acquire a given quantity of goods or services. For businesses in general, the major factors affecting pricing decisions are these:

- Customer reaction to pricing—price elasticity
- Government actions
- Impact of wholesalers and retailers
- The competitive environment
- The costs of the development, manufacturing, distribution, and management of products

Price elasticity is the sensitivity of customers to price change in terms of increases or decreases in the quantities that they will purchase. If demand is elastic, a small change in price will result in a large change in demand. If demand is inelastic, changes in price have little impact on changes in demand. Customer reaction depends in part on availability of acceptable substitutes and the urgency of their need. The distribution channel (wholesalers and retailers) affect pricing decisions by the different roles they play in the warehousing, distribution, and selling process. The degree of influence a company may have over pricing is affected by the competitive environment. In a market-controlled price environment, such as the hardwood lumber market, competition is high, products from competing suppliers seem similar, and there is little control over pricing. (Beucler 1987).

Pricing has an impact on sales volume, profits, cash flow, inventory levels, image, potential for government regulation, and market competitiveness. Consequently, it is important to establish pricing objectives in order to clarify the role of pricing in overall corporate strategy. For small to medium sized lumber producing companies, pricing objectives are typically profit-oriented. The goal is to maximize profits, achieve a target

return on investment or sales, and realize satisfactory profits. Larger companies tend to be more sales oriented when deciding on the pricing of their products. The goals of a sales oriented pricing objective are to increase market share, maximize sales revenue, and generate traffic to the company (McCarthy and Perreault 1985).

Pricing Commodity Products

Because there is little differentiation between hardwood lumber produced by different manufacturers, it is considered a commodity product. As a result producers of hardwood lumber have little control over the price they can charge for their lumber and often must sell their product at or below market value.

Resources such as *The Weekly Hardwood Review* and *The Hardwood Market Report* help hardwood manufacturers to determine the market prices for hardwood lumber.

Once the objectives of the pricing method have been established, a strategy is implemented to achieve them. Because lumber is a commodity item a competition-based pricing strategy is typically used by small and medium size producers. For commodity items, competitor pricing is the main determinant of price. In some instances companies can differentiate their products, either through service or quality, and create a greater perceived value for their product. With competition-based pricing, a price leader is a firm usually with a dominant market share that literally tends to lead the industry in terms of pricing. Competitors will usually watch the price leader and change their prices accordingly. Some price leaders can be so dominant that they have the ability to "force" competitors out through their pricing practices. To gauge the market prices for hardwood lumber many buyers and sellers use the market averages published in the *Weekly Hardwood Review* or the *Hardwood Market Report*. Published market prices for softwood lumber can be found in *Random Lengths Weekly Report*, *Crow's Industrial Lumber Report*, and *Crow's Weekly Market Report*.

As small and medium sized lumber companies start developing specialty and differentiated products, it becomes important to move from a competitive-based pricing strategy to a cost-based pricing strategy. The first step in developing a cost-based pricing strategy is to determine a break-even point. A break-even analysis determines the number of units required to attain break-even between the sales of an item and the total cost of producing and selling that item. The break-even point in units sold is expressed as follows:

$$\text{Break-Even Point} = \frac{\text{Fixed Costs}}{\text{Unit Selling Price - Unit Variable Costs}}$$

The break-even point formula permits calculation of how many units must be sold at a given price to break-even. Although performing a break-even analysis in this fashion is oversimplified, and frequently even further simplification is made in practice, it is a useful tool that can indicate whether or not a competitive price can be reached on a proposed new product. Break-even analysis can also be used to determine how quickly a new product will become profitable, and whether cost reduction moves are needed on an existing product.

To determine your fixed and variable costs, examine your monthly banking statements for the past year. Fixed costs are incurred whether or not your operation is running, and often include property taxes, insurance, and payments on bank loans. Variable costs accumulate when your business is running and are often items such as fuel expenses, raw material purchases (logs), and supplies such as bandsaw blades.

Once you establish your break-even point you can then begin to mark up prices in order to make a profit. If you are not making a profit and simply paying your bills, then it becomes difficult to grow your company. Consider the scenario in which it costs $150 to produce your product. If you want a 25 percent profit on that product, then the selling price should be $200 that is, $150/(1-0.25).

Ultimately, you should strive to set price at a point that customers are willing to pay for the value they perceive in the product. The value of the product that customers perceive can be difficult to quantify. If your local market is saturated with companies offering the same product or service, then customers will usually choose the lowest priced one, unless they perceive your product to be superior.

A great resource on the topic of costing in sawmills is a University of Minnesota Extension Service (http://www.extension.umn.edu/) publication entitled, *A simple profit planning and cost management system for small sawmills*. (Pajala 1993). This publication outlines how to calculate cost and revenue standards and how to use the figures to make production-related decisions. The same publication is also available from the Colorado Wood Utilization and Marketing Assistance Center. For computer savvy individuals, two free computer programs are available from the Northern Research Station, Forest Service, U. S. Department of Agriculture, in Princeton, WV (http://www.fs.fed.us/ne/princeton/software/index.html). One of the computer programs is COST-2005 (Cost of Sawing Timber) which can be used to compute the total annual operating and procurement costs of your sawmill. The COST software can also be used to calculate a cost-per-minute operating figure based on total annual operating cost values. The other computer program available from the Princeton, WV, Laboratory is FRAN (Financial Ratio Analysis) which can assist in developing financial and operating ratios along with other important measures of business activity.

Common Pricing Strategies Used By Wood Products Companies

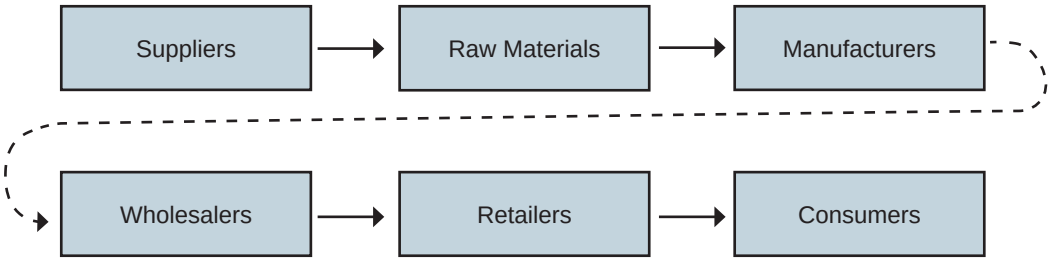
(Gathered From Industry Insiders)

- In establishing prices use some form of markup method that is logical, applicable, and relatively simple to implement. The problem comes in what the markup actually is, and whether or not that amount adequately covers operating expenses.
- The most successful wholesalers appear to achieve some differentiation from competition through non-price issues. Many wholesalers attempt and achieve little or no differential advantage and, consequently, compete solely on the basis of price. Many of these firms have not survived and others struggle.
- Among manufacturing firms, there is considerable variation in pricing methodology. Even the successful manufacturing wood processors do not always use the “proper” pricing techniques.
- In the case of small wholesalers and manufacturers, frequently pricing is more of an art than a science. Manufacturing or purchase costs, overhead, general, administrative and selling costs, and a reasonable allowance for profit are certainly considered, but often in more of an intuitive fashion than as part of a formalized pricing methodology.
- A practical pricing approach would be to establish prices using a well thought out, frequently updated methodology, and then to use a lot of intuition in formalizing the prices that are quantitatively determined. Obviously, if you don’t manage prices, they will manage you through low margins or lost sales.
- Many commodity producers use the prices in the *Weekly Hardwood Review* or *Random Lengths* publications as starting points and try not to lower their prices.

D. Placement

The fourth P of marketing is placement. Placement deals with the distribution channels that will be used to market your product. Whatever your product is, somehow it has to get your customers. The distribution channel is the method by which your product reaches the final consumer. Collectively the distribution channel is an inter-organizational system made up of all of the agencies involved in moving things of value (products, services) from points of conception or production to points of consumption.

The Distribution Channel



Examining the distribution channel reveals how most efficiently to get a product to the intended customers. Because small and medium size sawmills often deal in less volume than their larger competitors, they often have the option of distributing their product to one or more of the intermediaries along the distribution channel.

In order to choose the best distribution system, you must have a good idea of who your customers are. Once you identify your customers, then there are three aspects of distribution to evaluate in choosing a method for each customer.

1. **Feasibility of the system**. What are the following: market needs and wants, capital requirements, reliability of distribution channel, speed of product delivery, and suitability for target markets and market sizes?
2. **Desirability of the system**. Is the system practical? Does it meet your business and personal needs?
3. **Profitability of the system**. Can margins be maintained at each level of the distribution system to make a reasonable profit? Who will promote the product? What costs are involved at different levels of the distribution system?

When choosing a distribution channel it is also important to understand the role of intermediaries. The main functions of intermediaries are these:

- Maintain contact with buyers
- Negotiate on price and delivery
- Establish contacts and agreements
- Transfer title
- Provide credit/collection
- Service the product
- Provide inventory and storage

- Provide bulk breaking service
- Arrange transportation

Intermediaries fall into two classifications, those who take title to the product and those who do not. **Merchants**, who take title, include retailers, lumber yards, cooperative buying centers, jobbers, industrial distributors, distribution yards, wholesalers, reload centers, and home centers. **Agents**, who do not take title to the product, include brokers and manufacturer's reps. The type of product and customer will determine the type and number of intermediaries to use. As the number of intermediaries increases so does the length of the distribution channel. In general, the longer the distribution channel, the lower your profit margin and the wider the distribution network.

Standard and Long Distribution Channels

Factor	Short Channel	Long Channel
Number of Customers	Small	Large
Geographic Concentration	High Concentration	Low Concentration
Order Size	Large Dollar Value	Small Dollar Value
Complexity	High	Simple
Product Maintenance	Much	Low
Resources	Lots	Little

A number of factors, i.e., number of customers, geographic concentration, and order size should be considered when deciding on a short or long distribution channel. Typically, a longer distribution channel equates to lower profits, but it may make it easier to sell your product. A short channel typically requires more networking and work on the seller's part, which can translate to higher profits.

As a small to medium sized manufacturer of lumber you will probably be able to capture the most value by selling your products though short channels. Potential customers who occupy the short channel distribution area include sawmills with drying capacity, homeowners, craftspeople, and hobbyists.

E. Summary

The concepts related to the four P's will be the building blocks for the rest of this publication. The remaining chapters in this publication will describe how to promote your business. To a small or medium sized manufacturer of lumber, promotion is especially important. Being able to gain name recognition in your community and nationally, will help to ensure that you have a constant supply of customers.

F. Case Study 1 — Rusty O'Dell

Photo credit: Patrick Rappold

Sometimes products are not lumber but services. Rusty O'Dell of Hiwassee, Virginia does not sell lumber but rather sells his expertise at sawing white pine timbers that are 20 foot and longer to a large sawmill in Southwest Virginia. The owners of the large sawmill have a market for long white pine timbers but no means to saw material of that length on their log carriage. By using a portable bandmill that was modified for long timbers, Rusty can saw beams from white pine logs ranging from 18 to 32 feet. The large sawmill contracts with Rusty to perform a service that they cannot. Rusty operates the portable bandmill at the sawmill, which enables him to use the sawmill's front end loaders for loading the long logs onto his bandmill. Complementary equipment, such as log loaders and board edgers, are often overlooked by individuals purchasing portable bandmills for the first time. The complete story of Rusty O'Dell and his operation can be found in the September/October 2003 edition of The Forest Industry Magazine.

G. End-of-Chapter Discussion Questions

1. How will your product meet the needs of your targeted market segment(s)?
2. How will you create customer awareness of your product?
3. How are you going to provide information on using the product to your customers?
4. Where are you going to position the product against competition?
5. Why is the customer going to use your product?
6. What is the availability of the product? Distribution?
7. By what means will you be perceived in the marketplace? Advertisements?
8. What will be the cost and selling price of your product?

H. Bibliography

Beucler, O.; 1987. Wood Products Marketing Seminar I: February 26. St. Paul, MN: University of Minnesota.

McCarthy, E. J.; Perreault, W. D. 1985. Essentials of marketing. 3rd ed. Homewood, IL: R. D. Irwin. 595 p.

Pajala, R. E. 1993. A simple profit planning and cost management system for small sawmills. Publication No. BU-6075-GO. St. Paul, MN: University of Minnesota Extension Service. 21 p. http://www.extension.umn.edu/distribution/naturalresources/DD6075.html.

III. Entering Niche Markets

> *"Marketing is the whole business when viewed through the eyes of the customer."*
>
> —Peter F. Drucker
> Professor of Social Science and Management
> Claremont Graduate University
> Claremont, California

As the forest products industry struggles with a changing and often diminishing timber resource, many lumber manufacturers—especially small and medium size companies—are looking to identify niche markets for their products. In fact "finding your niche" was a successful management strategy in the 1990s. From a manufacturer's point of view, identifying the right niche is an opportunity to further process a piece of wood to increase its selling price and profit margin—to add value. However, many factors need to be explored before a company decides to expand into a specific niche. Various factors are presented in this chapter which small and medium sized lumber companies should consider before moving into specific niche markets, as well as providing a framework by which they can enter these markets.

A. Considerations

Four major factors need to be considered when deciding whether to enter a niche market: customer perceptions, effect on manufacturing, commitment, and markets and marketing.

1. Customer Perceptions

From the marketing point of view, your customer has a perception of the needs your firm fulfills for them. That need may be supplying high quality lumber on a consistent basis or it may be having that specialty item on hand when they call in an order. In fact, marketing has been called a battle of perceptions, not products. When you decide to move into a niche market by drying, planing, or further processing of some type, it is important that you first decide how this will affect the perceptions of your customers, both current customers and those you want to attract. Depending on the type of value-added opportunity, the mill may become a competitor with current customers.

2. Effect on Manufacturing

A second important factor to consider is the effect on current manufacturing. Does the organization have the manpower and equipment for expansion? Is the labor force trained in the areas that will be needed for the niche opportunity? If you decide to add dry kilns to your sawmill operations, you will need qualified workers to run them. How many workers will the new opportunity require? How will the value-added product affect the current flow of material through the mill? If a sawmill places a dimension plant on site, how will this affect shipments of rough lumber? Does supplying the dimension mill take priority over shipping current customers their products on time?

3. Commitment

The next item to consider is commitment. Are you committed to pursuing the niche opportunity? Will additional labor be required to pursue the niche opportunity? What timeframe do you have for the new operation to become profitable? How will successes in the new niche be measured: volume, sales dollars, new customers, more lumber through the sawmill, or increased profit margins? Does the value-added opportunity fit in with the long range plans for your company?

4. Markets and Marketing

The final considerations are markets and marketing for the niche market. Is the niche opportunity in conjunction with other products you already manufacture? Are you knowledgeable about sales in the new niche market? Who are the major competitors in the new niche market and how large are they? Can you develop a strong competitive advantage in the new product or value added area?

This has been a short introduction to the major factors that should be considered before making the decision to enter niche markets. Niche markets require businesses to adopt specific strategies in order to enter these markets successfully. The following section describes marketing methods and examples for specific niche markets.

Wood for Niche Markets

Often small and medium sized lumber manufacturers cannot afford to purchase the same high quality grade logs as larger manufacturing facilities. Not having access to quality logs can dramatically affect the yield of high-value/high grade lumber sawn. As a result some small and medium sized manufacturers market their low grade lumber to niche markets. The niche markets include woodworkers and hobbyists where the low grade lumber is marketed as “character marked.”

B. Niche Marketing

Niche marketing is a method for reducing competition and gaining more control over product prices. That is, in economist’s terms, with less competition, demand for a niche market product is less elastic. As such, the producer has more flexibility to be a price maker. If the producer raises prices there will be a less-than-proportional fall in the quantity demanded, the result being an increase in total revenues. That is, an increase in price times quantity. (Essel 1993).

Mass marketing is the “shotgun approach”, operating on the assumption that all customers have similar product needs. Niche marketing, however, recognizes that the market is segmented into well-defined customer groups, each with its own set of needs that is best served by a more focused “rifle approach.”

Producers of commodity products, like 2 by 4 framing lumber and 5/4 hardwood lumber, face strong competition from innumerable other producers in a mass market. No producer has much control over the market prices for his products. None has enough production to be able to exert price leadership. They operate in a market structure approaching the economist’s model of pure competition. As such, they are price takers, not price makers.

In pure competition, demand for the products of the individual producer is price elastic; if a company tries to raise prices above the general industry level, they will lose business to competitors. A company can increase revenues if they drop their price below the general industry level. But a company may then get more orders than their capacity to fill, and in order to stop the telephone from ringing so much, will soon raise prices back up to those of competitors. In such a competitive environment, cost control is the single most important factor for profitable operations and survival.

The ideal niche market displays five characteristics:

1. Profitability—the niche has adequate size and purchase power to be profitable;
2. Growth—there is reasonable potential market growth;
3. Limited competition—there is no competition from major players;
4. Competitive advantage—the producer has the required resources, skills and location to serve the market effectively and do so better than its competitors; and
5. Goodwill—the producer can build enough loyalty among customers to defend and survive competition.

Although profitable niche markets may be discovered by accident, it is also possible for producers to be systematic in finding and developing niche opportunities. The following steps form the framework for deciding what to sell, where to sell it, to whom to sell, and at what price to sell, so as to take advantage of a profitable market niche:

Step 1. Analyze the existing market:
Find out who the customers are, who the current players or competitors in the market are, what product or product lines and services are being offered, what prices are being charged, and what distribution channels are used in bringing products to customers. Information of this nature is often available from studies conducted by organizations such as the Center for Forest Products Marketing and Management at Virginia Tech.

Step 2. Identify neglected or underserved market segments:
Determine if any segments in the existing market are currently neglected or underserved. Information may be obtained through personal observations, interviews with current market participants, consultants, trade publications, government publications, market information, or newspapers.

Step 3. Evaluate your strengths in serving identified segments:
Determine the resources and skills needed to be effective in satisfying the needs of perceived underserved or neglected market segments. Consider the raw material, equipment, skills, financial, and managerial resources required to be competitive. Also consider marketing requirements, such as sales force size and distribution channel intermediaries. Additionally, determine the competition or rivalry, if any, to be expected in the market segments.

Step 4. Select the niche where you have a competitive advantage:
Choose one or more market segments based on your strength, skills, location, and resources. Niche marketing can be risky as it may be temporary, or it may be attacked by competitors. Specializing in more than one niche may lower the risk and increase the chances of success. How will your position in the market niche be protected?

Step 5. Develop a marketing program to meet the needs of this market:
For each niche chosen, determine the appropriate or best product, price, promotion, and distribution system to serve the customers efficiently and profitably. Superior service can help build and retain customer loyalty.

Should You Enter a Niche Market?

A great method of doing research on niche markets is to attend industry related conventions and expositions. At these conventions try to identify how many firms are already servicing the niche market. This information will help you determine whether your idea of expanding into a niche market will be successful.

C. Summary

Success in niche markets will not go unnoticed. Competitors will be attracted, each looking to make a better product, supply it at lower prices, or provide better service than the present niche occupant. The niche marketer should develop a close relationship with the customers, understand their requirements, see how to help them do a better job or reduce their costs, and be responsive to their needs. Continuing attention to these factors will help guarantee lasting success in a niche and help the producer avoid being tied to commodity markets.

D. Case Study 2 — LSF Forest Products

Located in Fletcher, Vermont, LSF Forest Products has developed a niche market in the timber frame housing market. A family-owned operation, LSF Forest Products uses a Baker bandmill to saw white pine beams that are used in timber frame houses.

Tyler Riggs, co-owner of the operation, states that the timber frame market accounts for 60 percent of their business. LSF Forest Products also does custom sawing that accounts for 20 percent of their business operations. The remaining 20 percent of the company's sales comes from selling white pine dimensional lumber that is produced during the sawing of the beams for the timber frame market.

Most of the white pine lumber is sold to local farmers and craftspeople located near Fletcher, VT. Mr. Riggs goes on to state that most of their customers learned about LSF through word of mouth from past and current customers. Other promotional efforts for LSF are done through paid advertisements in local newspapers.

In terms of keys to success in the niche market, Mr. Riggs states that their timber frame customers keep returning due to the quality of their products. Their bandmill produces a smoother surface than that produced by circular saws and high-speed bandsaws. Dimensional uniformity throughout the beams is another key quality characteristic that customers appreciate. Future plans of LSF Forest Products include installing a beam planer that should add additional value to their products and better serve their niche market.

E. End-of-Chapter Discussion Questions

The purpose of this exercise is to illustrate that market segmentation can be accomplished by customer differentiation, product differentiation, or both. To give this idea some further thought, read the scenarios described below and complete the table that follows.

Scenario 1.
Consider a hardwood sawmill that produced green oak lumber.

1. In which of the four blank blocks in the table would you place the production of green 5/4 oak lumber and of a mill that sells to a distribution yard?
2. Is there any differentiation of either the consumer group or the product?

Scenario 2.
Pine 2 by 4 lumber is a commodity product. However, the Southern Pine Marketing Council (SPMC) recognizes differences among the consumers and specifiers of softwood lumber. It has different programs for promoting southern pine lumber to builders, architects, truss manufacturers and Do-it-yourself (DIY) homeowners.

1. Where in the table would you place SPMC activities?

Scenario 3.
Composite I-beams are manufactured by only a few firms. They compete with large dimension solid sawn lumber in the home and light commercial construction markets.

1. What differentiates them from commodity lumber products?
2. Where would you place them in the table?

Scenario 4.
With softwood lumber prices reaching new highs almost every year, a mobile home manufacturer in Virginia is seeking alternative products. A nearby sawmill has ready access to yellow poplar, a hardwood species which is approved by the building codes for construction uses when graded and stamped for such uses. Moreover, the mobile home manufacturer uses some non-commodity sizes, such as 2" by 3", which he has been producing by resawing larger dimension lumber. The sawmill is willing and able to produce the sizes required by the mobile home manufacturer.

1. Where in the table would you place the sawmill's products?
2. Think of some other wood products and where they should be placed in the table.
3. For each block in the table, consider how the producer communicates with the market.

	Commodity Product	**Specialty Product**
Mass Market	A	B
Niche Market	C	D

F. Bibliography

Essel, A. E. 1993. Niche marketing—An alternative for small and part-time farmers. Farm Management Update. Blacksburg, VA: Virginia Tech Department of Agricultural and Applied Economics; August-September: 2-5

G. Sources of Additional Information on Niche Marketing

Churchill, G. A.; Peter, J. P. 1995. Marketing: creating value for customers. Homewood, IL: Richard D. Irwin, Inc. 703 p.

Falkenstein, L. 1996. Nichecraft: using your specialness to focus your business, corner your market, and make customers seek you out. New York: HarperBusiness. 283 p.

Mater, J; Mater, M. S.; Mater, C. M. 1992. Marketing forest products: gaining the competitive edge. San Francisco, CA: Miller Freeman, Inc. 290 p.

Perreault, W. D.; McCarthy, E. J. 1997. Essentials of marketing: A global-management approach. Boston, MA: Irwin. 613 p.

Sinclair, S. R. 1992. Forest products marketing. New York: McGraw-Hill, Inc. 403 p.

Williston, E. M. 1991. Value-added wood products: manufacturing and marketing strategies. Atlanta, GA: Miller Freeman, Inc. 218 p.

IV. Market Research Methods

"Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were."

—David Rockefeller
U.S. Banker

If you are just entering the wood products market or are looking to expand operations, you need to do some research on current and future aspects of the market that you are interested in. Market research is the systematic gathering, recording, and analyzing of data related to the marketing of goods and services. Initially doing market research can be a daunting task as much of the easily accessed market information comes from Wall Street and focuses primarily on markets controlled by larger corporate companies. Some methods for easy market research are introduced in this chapter that will yield information pertinent for small and medium sized lumber companies.

The importance of doing market research cannot be understated. By doing market research you will enable your company to react to market changes faster, find new product ideas, service your customers better, and develop long-term selling opportunities. The underlying purpose of doing market research is to identify trends in the different markets that your company serves.

A. Talk to Customers

An easy way to start doing market research is to talk to your current customers. Your current customers can provide information on changes in their product lines, which may be a trend in the entire market. Additionally, your customers can communicate if they increase or decrease output. Probably more importantly, your customers can provide input into the future of the markets that they are engaged in. Often your customer's attitudes toward the future will have a direct effect on your business. This information can provide you with some intuition into whether it is time to expand or change the current markets that you service.

Assessing Market Stability

The actions of your customers can be a good benchmark to how stable a specific market is. Increased purchasing of raw materials and equipment can imply that the market has potential for growth. Employee layoffs and sudden changes in management can suggest that they may fear the future of the market and are trying to reduce overhead costs.

B. Watch Competitors

To some degree watching the actions of your competitors can provide some degree of insight into the how healthy a market is. Take time to examine if your competitors are introducing new products or if they are eliminating products. If advertisements from your competitors are appearing more frequently in newspapers and trade publications, your competitors may know that the market is healthy and there are lots of potential new customers.

C. Read Trade Publications

The problem with merely watching either your customers or competitors is that there may be unseen factors driving their actions. Fortunately there is a growing number of information sources that provide quantitative information on wood markets. Some subscription-type marketing publications include *Weekly Hardwood Review*, *Hardwood Market Report*, *Random Lengths Weekly Report*, *Crow's Industrial Lumber Report*, and *Crow's Weekly Market Report* provide pricing information for the solid wood markets. In addition, these publications also routinely provide market forecasts for different segments related to the wood industry. Trade publications such as the *Northern Logger and Timber Processor*, *Independent Sawmill and Woodlot Management*, and *Southern Lumberman* also routinely give market forecasts. Editorials and letters from readers in trade publications also offer some insight into what others think of various markets.

Many trade associations publish newsletters and membership directories that can provide information into what other companies are doing and where they are located. Newsletters published by trade associations often have market outlook sections along with important topics such as legislative issues that pertain to members of the trade association. While membership into trade associations can be pricey it does provide networking options.

National, regional, and state trade associations are listed in Appendix A. Trade and market publications are listed in Appendix B.

D. Access Information from Academic Institutions

Another source of information for market research is colleges and universities that have wood science programs or Cooperative Extension programs in the areas of forestry and forest products. Many academic institutions with Wood Science programs have faculty whose main focus area is marketing. Currently there are 32 academic institutions identified by the Society of Wood Science and Technology as having programs in the area of wood science or forest products. Further information on these listings can be found at the Web site of the Society of Wood Science and Technology (www.swst.org). Some academic institutions have research centers that primarily focus on providing market research to wood-using companies. Depending on the policies of the research center, access to the market research may be free or subscription based. Often developing contacts at the academic institutions can also facilitate finding qualified candidates to work for your operation.

E. Contact Government Agencies

The Federal government and many State governments have specialists on staff to assist with the marketing and utilization of wood products. Contact information for the Forest Service, U.S. Department of Agriculture, is in Appendix C. Wood products extension specialists, by State, are listed in Appendix D.

Accessing Market Research

FOREST PRODUCTS BUSINESS NEWS

- The *Arkansas Democrat-Gazette* reported that 5 out of 22 major pine mills have suspended production since October 2006. The article highlighted the impacts of the housing downturn on the forest products industry in Arkansas.
- American Hardwood Industries was formed from the "simultaneous recapitalization" of Rossi American Hardwoods and Hardwood Lumber Manufacturing. Ted Rossi and David Marshall will be CEO and COO, respectively. Source: *Canada NewsWire*.
- According to the *States News Service*, and Minnesota Rep. Jim Oberstar, the USDA Forest Service will allow loggers an additional year to pay off contracts to harvest timber on public lands.
- An article in the *Vancouver Sun* described what softwood lumber producers and Canada policymakers need to do in order to remain competitive in low-cost, global commodity markets. Among the recommendations: privatize forestland, decrease labor costs and invest in new plants and equipment.
- Koppers announced that it will open another joint venture in China with Kailun Clean Coal. The new facility will distill tar and start-up in 2008. Source: *China Knowledge Press*.
- Despite a 2.2% projected annual increase in decking demand in the U.S., wood decking will continue to lose market share to wood-plastic composite lumber and other plastic substitutes. Source: *C & D Recycler*.
- According to *Rocky Mountain Construction*, Cabelas retail stores have a unique appeal to customers by "bringing the outdoors in." One element of the stores is the glulam beams and the benefits associated with them including: aesthetics, cost competitiveness, faster construction, and long spans.
- *Business Wire* reported on the last engineered wood manufacturing industry report from www.researchandmarkets.com. The industry's revenue in 2006 was estimated at $3 billion dollars and gross profit was 19%. Imports were $1.56 billion and exports were $176 million.
- An article in the *Bangor Daily News* stated that the University of Maine's Advanced Engineered Wood Composites Center recently won two awards from the American Composite Manufacturers Association.
- The Russian Timber Group seeks to raise £100 million in an IPO on the London Stock Exchange, AIM. The company is seeking to become the leading vertically integrated forest product company in Russia. Source: *Dow Jones International News*.
- According to the *Monthly Energy Review*, energy consumed in 2006 which was derived from wood totaled 2.1 Quadrillion BTUs (approximately 2% of all energy consumed).

Forest Products Business News has been designed for educational and engagement purposes only. The intention is to report news that affects various business segments of the forest products industry. Any comments or questions should be referred to: cf.editor@vt.edu

Center Focus

Published Quarterly by
The
Center for Forest
Products Marketing and
Management

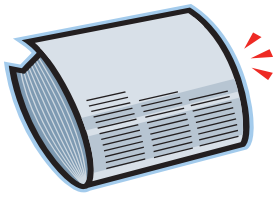
Department of Wood
Science and Forest Products
Virginia Tech
1650 Ramble Road
Mail Code 0503
Blacksburg, VA 24061

EDITOR
Brian Perkins

CONTRIBUTING EDITORS
Angie Riegel
Bob Smith

PHONE: (540) 231-4406
FAX: (540) 231-8868

VT/0023/0801/1.7M/220696



Center Focus newsletter published by the Center for Forest Products and Marketing at Virginia Tech. Available at www.cfpmm.vt.edu/

Numerous academic institutions have research centers that focus on market research in the area of wood products. Often these research centers publish newsletters that are accessible on the Internet for free. The newsletters frequently contain information on how various wood product markets are performing.

(Continued on next page)

(Continued from previous page)

Accessing Market Research

Oregon Wood Innovation Center

Connecting people, ideas, resources

VOLUME 1, ISSUE 1 2006

COMING OWIC EVENTS:

- **September 18-19:** Lumber Quality and Process Control, **Corvallis. OR**
- **September 20-21:** Lumber Quality Leadership, **Corvallis, OR**
- **October 24-25:** Northeast Utility Pole Conference, **Binghamton, NY**
- **December 4-7:** How to Dry Lumber for Quality and Profit, **Corvallis, OR**

INSIDE THIS ISSUE:

Ask the Expert	2
Oregon Forest Industry Directory	2
OWIC Discussion Forums	3
Featured Researcher	3
Future OWIC Newsletters	3
Subscription Information	4

What is the Oregon Wood Innovation Center?

What and Who is OWIC?

The Oregon Wood Innovation Center (OWIC) was established in December 2005, with a mission to improve the competitiveness of Oregon's wood products industry by fostering innovation in products, processes, and business systems. OWIC will serve as a link between University research and the needs and opportunities of the forest industry. Scott Leavengood, a Wood Products Extension agent with OSU since 1994, began as the Director of OWIC in December of 2005. In August, 2006, Chris Knowles, a PhD candidate in Wood Science and Engineering at OSU, was hired as the OWIC Program Assistant. OWIC is housed in the Department of Wood Science and Engineering at Oregon State University.

Why an Innovation Center?

In recent years, the forest products industry has experienced dramatic changes including changes in raw material supply and increasingly global markets.

Scott Leavengood (left) OWIC Director and Chris Knowles (right) Program Assistant.

The industry has dealt with these changes through consolidation, retooling, and improving processing efficiency. It is clear that a focus on process innovation will not be adequate for Oregon firms to maintain long-term competitive advantages. Research has shown that firms should also focus on product and business systems innovation. OWIC was developed to help firms foster all three types of innovations by serving as a "clearing house" to connect manufacturers to the research community, to other organizations that provide assistance to businesses, and to facilitate networking within the industry.

How do you contact us?

Please contact us with any questions:

Scott Leavengood:
Email Scott Leavengood
Phone: 541-737-4212

Chris Knowles:
Email Chris Knowles
Chris' phone: 541-737-8498

http://owic.oregonstate.edu

What can OWIC do for you?

With a mission of improving the competitiveness of the Oregon wood products industry, OWIC was developed to serve the industry. We have the well established resources in the areas of research, outreach and technology transfer that the Wood Science and Engineering Department, is known for. OWIC has access to the following facilities:

Anatomy & Wood Quality: labs for wood fiber characterization and wood ID, equipment including microscopes and X-ray densitometer

Biodeterioration, Wood Protection & Product Durability: pressure cylinder for wood preservation, equipment for assessing insect and decay resistance

Wood Chemistry: adhesives development, testing and troubl-

(continued on pg. 2)

Oregon State UNIVERSITY OSU College of Forestry

Monthly newsletter p
oregonstate.edu/

F. Summary

There are numerous sources for gathering information needed to perform market research relative to your company. Market research is important in identifying trends that can open new opportunities for your business. It is true across all businesses that companies that can identify and react to market trends tend to be leaders in their field. Focusing on your customers and competitors is a good start to performing market research. Other options for market research that can more precisely quantify market trends include subscription based market reports, trade magazines, and trade associations. Developing a relationship with an academic institution that has a wood science program that provides some market information can also help you identify market trends. Numerous state extension specialists are also available for information regarding marketing and wood utilization questions.

G. End-of-Chapter Discussion Questions

1. What is the potential for success for the market you plan to enter?
2. Who are the customers?
3. How can you best meet their needs?
4. Who/What is the competition?
5. How can you expand sales in this market?
6. Is the market growing?
7. How can you be successful in the market and capture sales?
8. What are the 4P's strategies in the market?
9. How will you differ from your competitors? What can be your competitive advantage?

V. Finding Customers

> *"In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create. Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman."*
>
> —David M. Ogilvy
> Advertising guru

Finding and keeping customers is one of the primary functions of the small business. Businesses continually lose customers due to competition, changes in management, and customers going out of business. The methods discussed in this chapter will guide you in finding new customers.

A. Ask Current Customers

To find new customers, begin with the customers you already have. Your customers are already doing business with you and thus probably have a favorable view of your business. Ask whether they know of other companies like theirs that could use the services you offer. Ask your current customers referrals to potential new customers; however, don't ask too often. Send a thank you when a referral turns into a new customer.

When talking to your customers it can also be helpful to ask them if they are considering new products that they currently do not purchase from you. Your operation may have the ability to manufacture the needed products but your customers may not be completely informed of your capabilities. For example, a recent trend in the hardwood lumber industry has been the marketing of lumber sorted by width. Secondary manufacturers often prefer certain widths because it can decrease the amount of time they spend ripping random width lumber to specific dimensions. Your current customers may not know that you perform this value-added activity.

Inevitably you may lose some of your current customers for various reasons. However do not give up the idea that they may want to purchase your products again sometime in the future. A company that leaves you may have recently changed management and unknowingly sought other vendors. The new management may not know that you supplied their company with a product if bookkeeping records were not transferred when management changed. In such instances it may be useful to contact individuals who still work for the company and have influence with its management.

Seek Out New Customers

Often potential new customers have been pondering finding different vendors but have not had the time to seek them out. By taking the initiative to seek out potential new customers you may fall upon an opportunity that can help grow and expand your operation. Also, rejection today from a potential customer may turn into a sales opportunity in the future.

B. Look in the Yellow Pages

You may identify potential new customers by looking through the Yellow Pages under headings relevant to the wood industry, i.e., pallets, cabinets, wood. Many Yellow Pages are now published on the Internet and enable you to identify businesses in other counties and neighboring states. Using the Internet as a tool for attracting new customers is discussed in a later chapter of this publication.

Identify Potential Customers Using the Yellow Pages

Look under these headings to pinpoint businesses in your area that could be potential customers. Also make sure that your business is listed under an appropriate heading in the Yellow pages.	**Target Headings**	
	• Pallet manufacturers • Furniture makers • Cabinet makers • Prefabricated homes • Retail stores • Government agencies	• Mobile home manufacturers • Wood treatment plants • Wholesale distribution yards • Flooring manufacturers • Sawmills • Contractors

C. Use Published Directories

The search for new customer contacts in the Yellow Pages should be complemented by locating industry and state directories that list companies that manufacture or buy wood products. Often these types of directories are published by the forestry or natural resources divisions of state governments. Many times the purpose of these directories is to spur economic development within their states. In many states across the United States wood-using industries account for a large part of a state's economic base, and attracting new wood-using industries has become a priority. If your company is not listed in a state directory, contact the appropriate state agency and make sure your company is included the next time the directory is updated. Contacts for state agencies that publish directories of wood using industries are listed in Appendix E.

As previously mentioned, industry associations are also good sources of new customers. Most industry associations publish directories of companies that work in specific areas. In the wood products industry they include the Directory of the Forest Products Industries, Secondary Wood Products Manufacturer's Directory, and Random Lengths Big Book. Many salespeople find these directories indispensable. Regional associations also provide membership directories such as The Hardwood Manufacturers Association (http://www.hmamembers.org/), the Southern Forest Products Association (http://www.sfpa.org/), and The Appalachian Hardwood Lumber Manufacturers Association (http://www.appalachianwood.org/).

D. Attend or Exhibit at Trade Shows

The trade show provides a forum where individuals can research products and market potential, and identify highly qualified prospects. Next to personal selling, trade shows are another primary form of promotion for the forest products industry. Focus on maximizing the benefits of attending and/or exhibiting at a trade show. Develop a strategy for what you want to accomplish at the show. Some objectives of attending a trade show include:

- Introducing a new product
- Market research
- Meet new prospects
- Direct sales
- Sales leads for outside salespeople
- Identify new product ideas
- Raise level of awareness of company
- Measure competition
- Enhance corporate image
- See existing customers

Trade Show Resources and Contacts

Trade shows are good places to meet individuals who are in need of the services you provide. Talk to the salespeople who are selling the type of equipment that you use in your operation. Often individuals will approach equipment salespeople for contacts of people who use the equipment. Have some business cards prepared to leave with the equipment salespeople and to hand out to potential customers.

E. Use the Telephone

Once you identify companies that could possibly use your product, it is necessary to contact them. Placing a telephone call to is typically the first step in presenting your company to a potential new client. The four P's of telephone meetings are purpose, prepare, present, and probe.

1. Purpose

The people you are contact are as busy as you are so it is important to clearly state the purpose of the telephone call. A standard purpose driven statement is: "The purpose of my call is to introduce you to our company's line of hardwood products. We carry a complete selection of kiln dried hardwood lumber and dimension parts." This type of statement clearly communicates your objectives and what your company has to offer.

2. Prepare

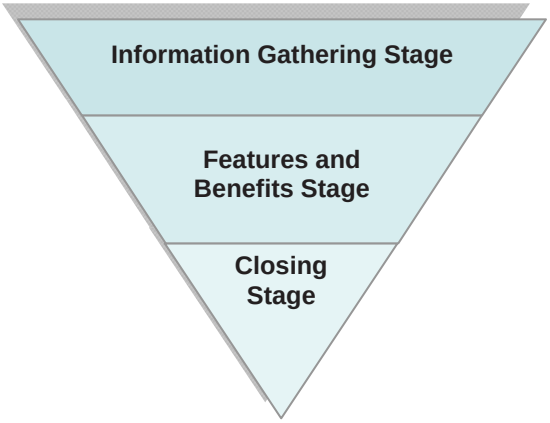
One of the most important tasks before making the telephone call is preparation. Gather as much as possible information about the company before making the telephone call. Also anticipate what types of questions the person on the other end of the phone line will ask you during the conversation. Having answers prepared ahead of time will give the impression that you are an experienced professional and it also reflects highly on your company.

Telephone Call Tips	
• Deepen your voice • Be enthusiastic • Sound businesslike, but not stiff • Use the potential client's name throughout the interview • Listen	• Avoid temporary pauses such as "ah, um, and you know" • Be prepared, but do not sound like you are reading from a script • Plan the timing of your calls—early morning and late afternoon are better than mid-day

3. Present

To present yourself and your company in a positive light, practice proper phone manners. It can often be hard to reach the person who makes the decisions in regards to product purchases. Secretaries and receptionists are often multitasking and will not always directly connect you to the person you need to speak with. As in most office situations, secretaries and receptionists can carry a lot of power in determining what their superiors think of you. So always be courteous and friendly with secretaries and receptionists. Not only do they answer the phones, they are often involved with bill payments, so it is important that they look forward to you calling again.

Organize Your Presentation



When talking with potential customers, either in person or on the phone, try to present ideas or concepts in an organized manner. Consider presenting your ideas in stages so that you appear organized and professional. Presenting your company or ideas in stages during a conversation also enables the people listening to more easily understand who you are and what you have to offer.

4. Probe

A telephone call is an opportunity to probe and collect information that you previously had not been able to attain. In a polite manner try to identify what is important to the buying decisions that the company makes. Probing also involves repeating important points and aspects of your company: quality, delivery, service, follow-up, (price), or years in business. A statement like the following quickly summarizes the integrity and dependability of your business: *"Mr. Jackson, if I understand you right, the delivery is an important factor to you. We have been providing hardwood lumber for over 60 years and our reputation is built on timely delivery. In fact, we are actually providing some manufactures with small loads with Just In Time (JIT) delivery."*

It is also important to practice active listening during telephone calls. Much can be learned by listening to what your potential clients are saying.

Inevitably not every telephone call will be successful. Common responses from companies not interested in your services can include:

1. Your price is too high.
2. We are satisfied with our current suppliers.
3. We are not purchasing at this time.
4. I have seen your product and it is not the quality we can use.
5. We tried your company in the past and had some problems.

Although these comments can be discouraging, it is important to have responses to them prepared ahead of time. Obviously the most important aspect of responding to these types of statements is to be polite and courteous. The future is unpredictable, and the company may call upon your services in the future, but not if you are rude and easily bruised by rejections. Inevitably one of your contacts will work out and a business deal will occur. If a meeting is needed to seal the deal, use the tips and techniques discussed in this section to prepare a professional sales presentation.

F. Summary

Finding customers is an important activity because new customers and contacts are sources of new ideas. Organized research reduces the uncertainty of entering new markets and is needed to locate new customers. When courting new customers be sure to highlight the advantages of your company and products. Be prepared for rejection, but also remember that companies change and your services may be needed in the future.

G. Case Study 3 — C & Z Sawmill

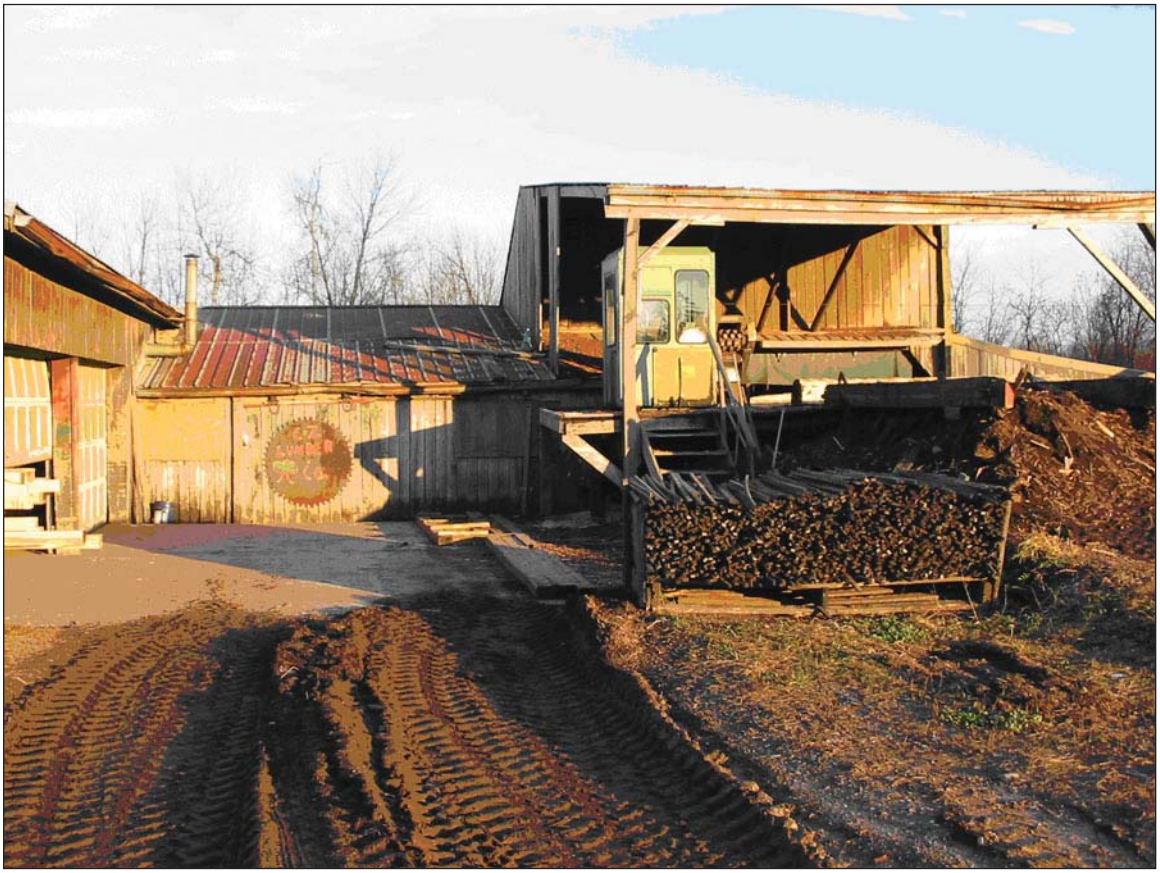


Photo credit: Patrick Rappold

At C & Z Sawmill in Palmyra, New York, approximately 500,000 board feet of green hardwood lumber is sawn annually from logs harvested in the abundant Upstate New York forests. Rudy Zimmerman owns and manages the sawmill, and supervises ten employees. They saw lumber three days a week using a circular headrig and a line-bar resaw. Two days of the five day work week are spent grading the lumber that was sawn during the previous three days. Rudy markets most of the soft maple and oak sawn at the mill to a concentration yard approximately 40 miles away. The concentration yard buys green lumber from small producers like Rudy and then kiln dries the lumber for export to regional and international markets. By producing a quality product, the concentration yard has remained a stable customer for Rudy. Many small and medium

producers of hardwood lumber depend on concentration yards and larger sawmills with dry kiln capacity as markets for their products.

H. End-of-Chapter Discussion Questions

1. Are you seeking information on new products, customers, or markets?
2. Is the information published data, or does it need to be collected?
3. Once I find the answers is it my goal to enter new markets?
4. What are the trends in the markets that will affect your company's sales?
5. How will you react to the changes that you identify?
6. How will your response to these changes affect your markets?

VI. Exporting

"When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us."

—Alexander Graham Bell
Inventor

Many small and medium sized lumber companies do not consider themselves to be large enough entities to enter the lumber export market. At first glance the export marketplace can seem confusing and riddled with regulations. However as the concept of a global marketplace becomes more of a reality each day new opportunities are born that can turn into lucrative business ventures. This chapter provides an overview of how to get started in the export marketplace and provide some contacts to U.S. Government agencies that specialize in assisting with the exportation of wood products.

A. Accessing the Global Marketplace

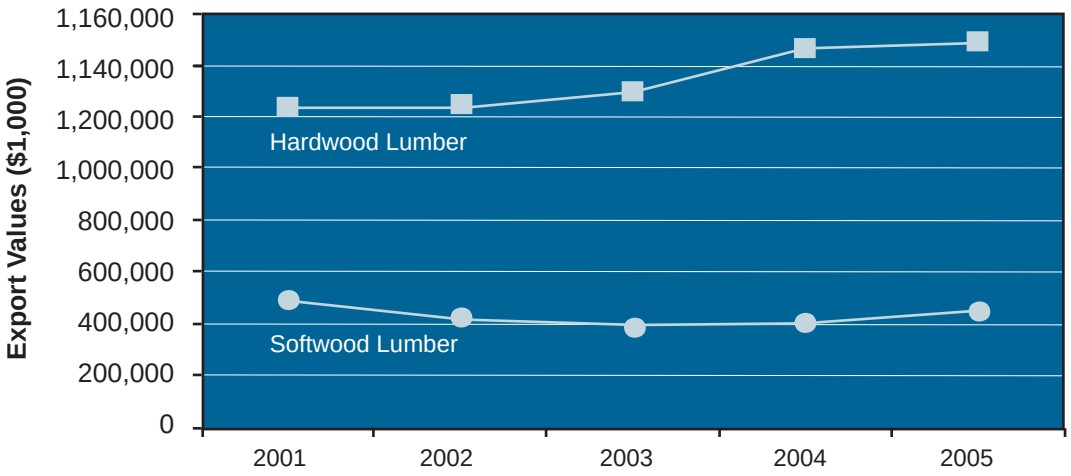
Downturns in the domestic economy will inevitably affect your business in terms of sales and cost of doing business. By establishing a link with the global marketplace, in terms of exporting, you can help to alleviate tough business periods due to decreasing domestic sales. Your link in the global marketplace may begin with selling lumber to a concentration yard or distributor that has established contacts overseas. By piggybacking with a larger operation you are able, to some extent, to shelter yourself from downturns in domestic lumber markets. Across the United States there are sawmills, concentration yards, and distributors who buy "green" lumber and kiln dry it for export to European and Asian markets. By following the guidelines outlined in the previous chapter for finding new customers, you should be able to find such an operation that does large volumes of export business.

Many State governments have state agricultural agencies with individuals who can assist with the regulatory processes of shipping lumber overseas. Sometimes these export assistants can be found in economic development agencies of State governments. In Appendix F are lists of State and Federal agencies that can assist with beginning the export process. Often these agencies also maintain directories of forest product companies that export. These directories can be used as another resource for finding new customers and markets for your lumber. Industry associations can also be a great resource for learning more about exporting lumber.

B. Phytosanitation Regulations

One major hurdle that many small and medium sized lumber companies currently face in exporting lumber are increasingly stricter phytosanitation regulations. Phytosanitation regulations have been established to help minimize the spread of wood and tree based diseases and insects beyond their native ranges via the international transportation of for wood, wood products, and wood packaging materials. There is always the potential for

Value of Hardwood and Softwood Lumber Exports from the United States, 2001-2005



An examination of the export marketplace illustrates that there is an increasing demand for solid sawn lumber produced in the United States. Consider how these trends can provide new opportunities for your business.

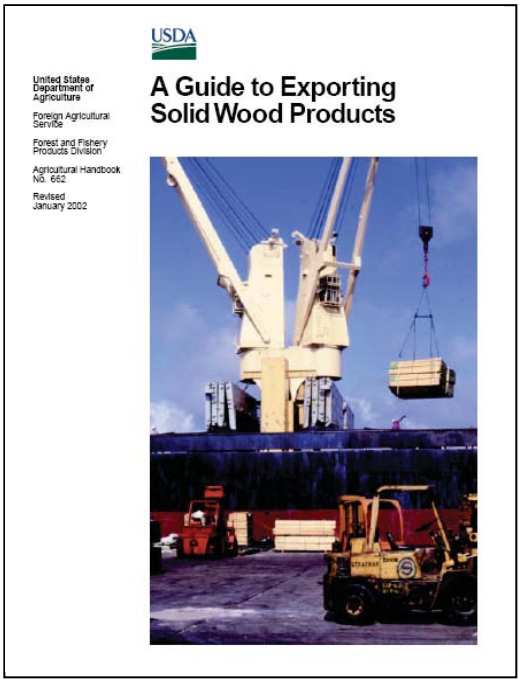
Source: USDA Foreign Agricultural Service. 2006. U.S. Forest Products Exports. Total U.S. Exports by Commodity Groups –Year to date, January-August 2006. Released October 13, 2006.

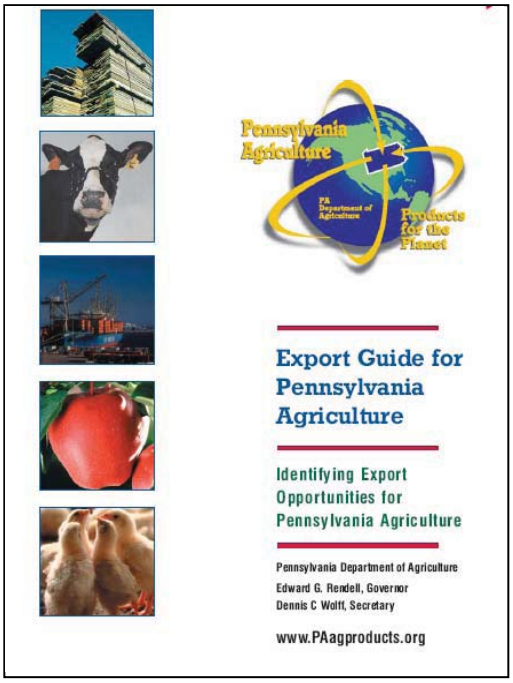
these diseases and insects to become invasive and highly destructive once they become established outside their natural ranges, and away from their natural environmental controls and predators. Infamous outbreaks of non-native threats in the U.S. include Dutch Elm Disease and Chestnut Blight which resulted in the virtual commercial extinction of the American elm and the American chestnut. Current threats active in the U.S. include the gypsy moth, emerald ash borer, Asian longhorn beetle, and hemlock woolly adelgid. In Europe the major concern is the potential importation of the pinewood nematode. Forests in other parts of the world are also vulnerable.

Phytosanitation guidelines for wood and wood packaging materials were developed by the International Plant Protection Convention (IPPC). The guidelines, ISPM-15, and variations thereof, have been adopted and are being enforced in almost 50 countries, with more than 100 other countries considering implementation of ISPM-15 in the future. The current basic phytosanitation requirements are that all wood pallets and wood packaging materials must be free of bark, and must have been heat treated to a core temperature of 56°C /133°F for 30 minutes or fumigated with methyl bromide, but there are some variations by country.

Additional information on phystosanitation requirements, newsletters, heat treaters, heat treating equipment, certifying agencies, etc. can be found at a Web site maintained by the Appalachian Hardwood Center, Davis College of Agriculture, Forestry and Consumer Sciences at West Virginia University (http://ahc.caf.wvu.edu/index.php?option=com_content&task=section&id=8&Itemid=60).

Seek Government Assistance


USDA
United States Department of Agriculture
Foreign Agricultural Service
Forest and Fishery Products Division
Agricultural Handbook No. 662
Revised January 2002
A Guide to Exporting Solid Wood Products



At both the State and Federal levels of government, agencies are assigned the task of assisting individuals in exporting products. At the State level the divisions most directly involved with export activities include agricultural and economic development agencies.

C. Summary

Many opportunities exist for exporting lumber as the global marketplace continues to expand. Tools such as the Internet allow for instant communication between you and overseas customers. Some barriers such as phytosanitation issues do exist for exporting, but the potential profits from exports can outweigh the additional expenses. Numerous State and Federal agencies can answer questions if you want to start exporting lumber.

D. End-of-Chapter Discussion Questions

1. What products can you select for export development?
2. What countries can you target for sales development?
3. What is the customer profile in each country?
4. What special challenges pertain to each market? (competition, culture, import controls, etc.)
5. How will you determine export price?
6. What operational steps must you take and when?
7. What is the time frame for implementing your export plan?
8. What personnel and company resources will you dedicate to exporting?
9. What will be the cost in time and dollars?
10. How will the results be evaluated and used to modify the export plan?

Infested Wood Poses a Threat

DON'T MOVE FIREWOOD
Our forests are threatened by nonnative insects that can kill large numbers of trees. Three recently introduced insects – emerald ash borer, Asian longhorned beetle, and Sirex woodwasp – are wood-infesting species that can be transported long distances in firewood. Once transported into new areas, these insects can become established and kill local trees. We must STOP THE SPREAD of these insects and protect our forests and trees.
How you can help:
• Leave firewood at home – do not transport it to campgrounds or parks.
• Use firewood from local sources.
• If you have moved firewood, burn all of it before leaving your campsite.
Use local firewood
nset photo: Asian longhorned beetle larva (courtesy of Thomas B. Denholm, New Jersey Dept. of Agriculture; www.forestryimages.org)
HELP STOP INVASIVE PESTS
For more information, visit the following Web sites:
www.emeraldashborer.info
www.na.fs.fed.us/fhp
www.aphis.usda.gov/ppq/ep
USDA Forest Service
Northeastern Area
State and Private Forestry
NA-PR-02-06
April 2006
www.na.fs.fed.us
The USDA is an equal opportunity provider and employer.

The transportation of wood products, even firewood, is increasingly more regulated due to threats posed by non-native invasive species that live and feed on wood products. Current methods of controlling such threats include the prevention of moving wood products from areas of known infestation to areas not yet affected. Wood products that have been kiln-dried at high temperatures for specific periods of time are generally considered insect free. The increasing regulations on the transportation of "green" wood products must be considered when entering the export marketplace.

For more information on threats from non-native invasive species visit the Web site for the USDA Forest Service's Invasive Species Program at http://www.fs.fed.us/invasivespecies/index.shtml.

Source: USDA Forest Service, Northeastern Area, State and Private Forestry

E. Bibliography

USDA Foreign Agricultural Service. 2007. Total U.S. exports by commodity groups U.S. forest products exports, year-to-date: January-November 2006. http://www.fas.usda.gov/ffpd/US_Exports_Trade_Data/Vcommodity.pdf.

F. Sources of Additional Information on Exporting

USDA Foreign Agricultural Service. 1990. A guide to exporting solid wood products. Agricultural Handbook No. 662. Available at: http://www.fas.usda.gov/ffpd/exguide/guideto.html.

U.S. Department of Commerce. 1998. A basic guide to exporting. Available at: http://www.unzco.com/basicguide/.

VII. Internet Marketing

"When I took office, only high energy physicists had ever heard of what is called the Worldwide Web.... Now even my cat has its own page."

—William J. Clinton
42d President of the United States

No communication medium has gained more attention than the Internet. Every major newspaper, magazine, and television station has covered how this form of information interchange has altered our lives. We can purchase everything from pizza to stocks to cars without leaving our home or office. The U.S. Census Bureau reported in 2006 that 55 percent of the U.S. adult population had Internet access in their homes. (U.S. Census Bureau 2006a). Of those adults with Internet access, 52 percent use it for purchasing products or services, and 77 percent use it to search for product or service information. (U.S. Census Bureau 2006a). Clearly the Internet has become a tool by which consumers purchase and find information on products and services. The purpose of this chapter is to raise questions that you need to answer before investing time and money in establishing a Web site.

A. Technology and Marketing

Before starting on how this new medium may assist your marketing efforts, this section reviews other technological advances that have stimulated sales, and what these methods may have in common with the Internet. The major innovations that have had the greatest effect upon marketing and sales include these:

Technological innovation	Effect on marketing
Printing press	One-way mass communication
Telephone	Two-way communication over a wide geographic base
Automobile	Traveling salesperson
Airplane	Traveling salesperson
Television	One-way mass communication, one-minute sound bite
Overnight delivery services	Just-in-time delivery
Fax machine	Instant document delivery
Cellular telephone	Constant two-way communication
Personal computer	Instant access to information

So what do all these advancements in technology have in common? First, they allow for the wider, uniform distribution of information. Second, they all can be used as prospecting tools for the marketing function of a firm. Third, many provide instant two-way communication (interactive). Fourth, they allow a company to provide above-average service. Finally, all firms must use a mix of these methods to successfully reach their customers.

B. The Internet

All of these technologies in the previous sections significantly improved the efficiency with which companies could enhance their image and market share. Now the Internet is also available. Your job is to decide if and how the Internet will fit into this mix.

In the simplest terms, the Internet (Net) is a network of millions of computers connected through various mediums that communicate using a standard language. The Internet is a group of independently operated networks, some public and some private, that join together seamlessly because they communicate using the same language. You don't have to pay to be on the Internet, but you may have to pay to get access to it.

To get on the Internet you need a computer, a connection into a network that accesses the Internet, and the appropriate software to interface. The connection can be a modem to a commercial on-line service, a modem to a local users group or free-net, or a dedicated line for full Internet access.

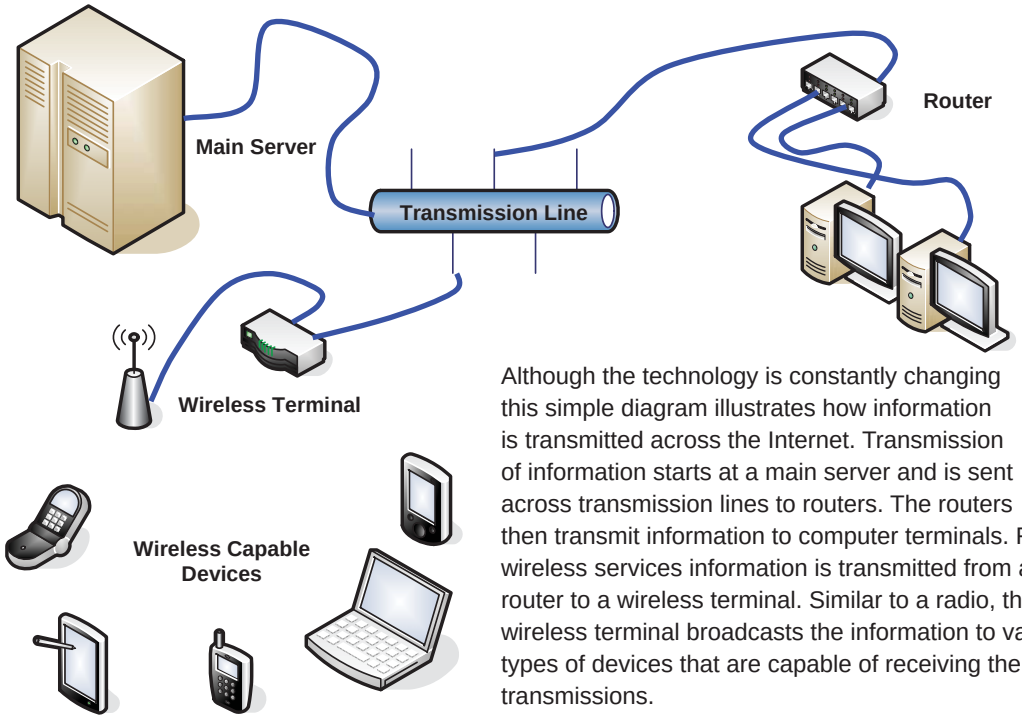
To establish a Web site (homepage or advertisement) you need a dedicated computer, software, and Internet access. Or you could use a commercial service to provide your Web site and pay them to maintain it. Here's how it works: a file is created on a computer, which is on 24 hours a day and connected to the Internet. People access the file by its address on the computer and read the information.

The cost of establishing a homepage on the Internet can be as low as a couple of hundred dollars to as high as you want to spend. To establish your own server you will need to have and dedicate a computer ($1,000), buy the software ($100-300), design the homepage ($100 or more), and rent internet access from a company (up to $200/month). If you use a commercial service, development of the homepage can cost up to $100/hour with a minimum of 2-3 days work. More sophisticated homepages can take up to a month to develop, and specific rates may apply. You will then pay a monthly service fee to have it on the company's server. Depending on how you want them to handle information, there may be other charges.

In comparison a current one-sixth page advertisement in a wood products trade journal would cost nearly $400/month for a year-long placement. An ad in Yellow Pages would cost between $50 and $200 a month, depending on the size and color preference. Certainly, the Internet offers a different advertising medium to reach your customers. This example gives an idea of how its pricing structure compares with existing promotional methods.

The Internet includes the World Wide Web. The Web has become the most popular resource available due to its user-friendliness. It combines text, graphics, sound, and even video to present interactive information. Information on the Web is written in hypertext markup language (HTML) that contains links or connections to other data. Hypertext documents (also known as Web sites or homepages) contain data in a variety of forms along with links to other Web sites.

How the Internet Works



Although the technology is constantly changing this simple diagram illustrates how information is transmitted across the Internet. Transmission of information starts at a main server and is sent across transmission lines to routers. The routers then transmit information to computer terminals. For wireless services information is transmitted from a router to a wireless terminal. Similar to a radio, the wireless terminal broadcasts the information to various types of devices that are capable of receiving the transmissions.

To fully access the Web, one must utilize graphical software, known as a browser. Some free Internet browsers include Microsoft's Internet Explorer, Firefox, Netscape, and America Online. All you have to do is point and click the mouse on highlighted words or figures and you can navigate the Web. The Web has search engines that allow you to search the Internet for all sites that match the key words searched. Two of the most well known and used search engines are Google and Yahoo.

Besides the Web there are many other uses of the Internet. Some of the most popular services provided include electronic mail (e-mail), File Transfer Protocol (FTP), Telenet, mailing lists, and newsgroups. Each of these services can be used to gather or disseminate information to customers of the forest products industry. E-mail is the most widely used service of the Internet: 88 percent of individuals who have access to the Internet reported using it for e-mail. (U.S. Census Bureau 2006a). E-mail allows individuals to send written messages via the computer to one another. It is similar to leaving a message on someone's telephone answering machine.

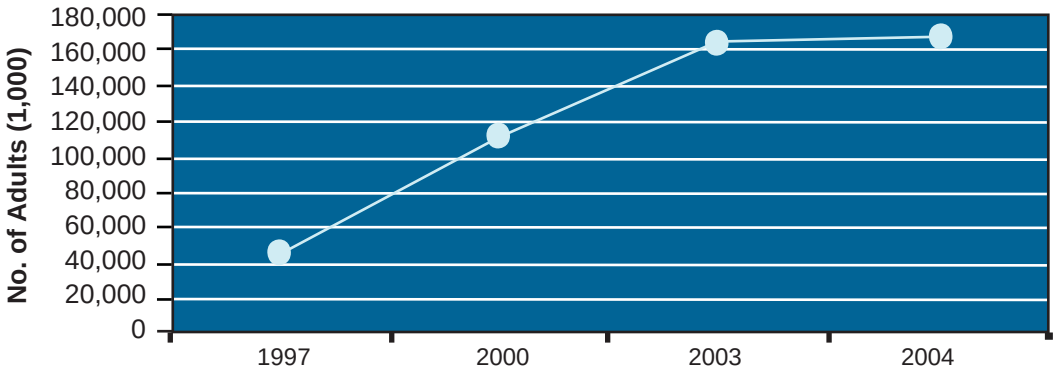
File Transfer Protocol allows the transfer of complete documents between computers. In the future companies probably will invoice customers using the Internet.

Telenet is a means of having your computer act as a terminal for another computer network. It is often used for researching large data bases from libraries or government agencies.

Mailing lists and newsgroups are similar in that the subscriber receives information on specific topics that they register for. In the wood products area there are specific newsgroups interested in subjects such as wood science, wood, timber engineering, management decisions, pulp and paper, wood carving, and forestry.

Estimates of the number of people who have access to the Internet either at work or at home range from 74 million to 169 million. (U.S. Census Bureau 2006b). In 2004 an estimated $825 billion of total sales by merchants in the United States was conducted over the Internet. Census reports on e-commerce sales show that apparel and computer manufacturers are the leaders in selling products through the Internet. (U.S. Census Bureau 2006b). You need to determine how best to use the Internet to better serve your customers and increase profits at the same time.

Number of Adults that Reported Having Internet Access at Home or Work, 1997-2004



As this graph illustrates the number of people that have access to the Internet dramatically increased between 1997 and 2004. Many cable and satellite dish companies have begun packaging Internet access into their television broadcasting services. It has also become a common occurrence for restaurants, coffee shops, and bars to provide free wireless Internet access. Collectively these trends mean there are more potential customers looking for services like yours through the Internet.

Source: U.S. Census Bureau. 2006. Statistical Abstract of the United States. Table 1146. Internet Access and Usage and Online Service Usage: 1997 to 2004, and by Characteristic, 2004.

C. Marketing and the Internet

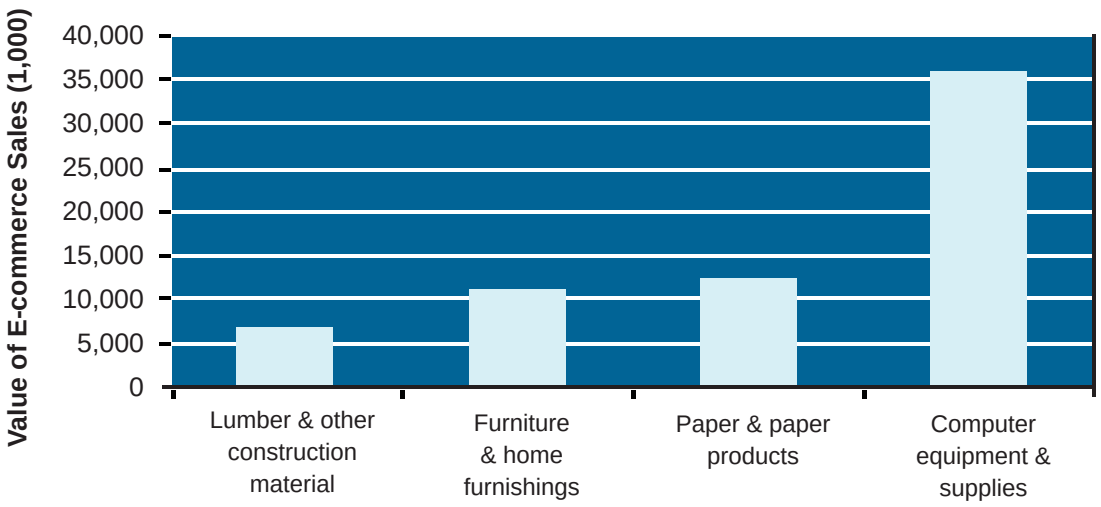
The two functions of marketing are to provide an avenue of communication with the customer and to make a profit. Decisions on using the Internet for marketing should be based on these two principles.

A current homepage on the Internet could supplement your other advertisements. Once you have a Web page, you should advertise its address in all other promotions. If your marketing message is “high quality red oak lumber delivered within 10 working days,” then this message could be promoted in each medium. The interactivity of your homepage will allow quick response to your customers. The Internet will help you keep in contact with customers and build recognition of your company by potential

customers. A Web page most resembles the Yellow Pages or classified advertisements in magazines where customers seek out the advertiser. They must know where to look, so you will have to tell them your web site address.

1. Objectives

Your objectives for using the Internet must meet and be consistent with the other marketing objectives of your firm. The Internet is a tool to supplement your existing marketing program, not to replace it. The Internet may allow you to serve existing customers better, provide information to new customers, provide permanent advertisement or publicity, or reduce the costs of transactions. Cross and Smith (1995) state, *"Internet marketing is about people rather than technology. Technology is merely a facilitator for a marketing strategy that focuses on customer benefits. Each technology-based program should provide multiple benefits to both the customer and the company."*



While e-commerce sales for the forest products industry lag behind other manufacturing sectors, the Internet still remains a powerful tool for marketing your company.

Source: U.S. Census Bureau. 2006. 2004 E-commerce Multi-sector Report. May 25, 2006.

Other uses for the Internet are these: a way for customers to place orders, a way for you to build mailing lists for future promotional efforts, enhance your company's image, find employees, or do market research. The Internet offers more information than you need. It can tell you much about your competitors and the marketplace. It also provides access to available government data bases that can keep you abreast of current markets.

2. Benefits

Before investing time and effort in developing a Web page, you should discuss with some of your current customers how this technology might help them. Then develop

a Web site with them in mind. If you can provide benefits for existing customers, most likely future customers will also benefit. Your Web site may benefit customers by providing easier access to shipping information, product inventories, purchasing, discounts, company information, or product information. If this information is on-line, the customer does not have to speak directly with a person, which could lead to savings at your company, which could be passed on to the customer.

3. Economic Considerations

There are a variety of methods in which a Web site could save a company time and money with careful evaluation. Before establishing an Internet site, determine which of those uses could save you money and increase your profits. The following are some examples:

- The interactivity of a Web site may free time for those individuals who normally would deal with answering routine questions.
- Can you make it easy for customers to buy on the Internet? If the customer can place orders over the Internet, then this saves time in filling out order entry forms
- Routine promotions over the Internet to customers can save you mailing costs
- Sales people may be able to set up appointments using e-mail, which could reduce phone costs.
- Customer shipment information and invoicing can all occur over the Internet
- Automatically build customer lists for future promotions and keep track of what is being ordered.

4. Expressing Your Competitive Advantage

You should have a good idea why customers buy from you and not from your competitors. It may be due to your quick delivery, high quality, excellent service, caring attitude toward the customer, lower price, or whatever advantage you have developed. This advantage should be molded into your Web page. If above-average service is your motto, then the interactivity of your homepage should promote and provide above-average service. If lower prices are your advantage, then give the customer a reason to buy through the Internet, such as discount prices. If you are known for high quality, then the homepage had better be first class. What ever you have identified as your strengths as an organization, you should demonstrate them on the homepage.

D. Creating and Maintaining Your Web Site

Decide what you want to tell your customers, and plan your Web site on paper first. Present your information in a simple and logical manner. Users of the Web have short attention spans, and if your site can’t keep their attention, they are gone in a click of the mouse. Keep the style similar for each page. Choose colors that contrast and are easy to read. On every page have your company name, logo, e-mail hot link, and toll-free phone number so customers can contact you easily. Adding photographs to a Web site has become easier with the rapidly decreasing cost of digital cameras.

A homepage should serve the following functions, according to Lewis and Lewis (1997): introduce your site, grab customers' attention, serve as a table of contents, and point to new information. They go on to say that when designing a homepage, you should think about magazine or book jacket covers. Keep the homepage eye-catching and interesting. It should download quickly and print in its entirety on a single sheet of paper.

The general rule of thumb for a homepage is to keep it simple. Do not overload it with too much information. Also do not put a lot of graphics on the homepage—they take time to download. Keep the graphics for the links to your homepage—these are the pages with hot buttons that allow the reader to gather further information on your company. If you plan to use a lot of graphics, offer the reader a text-only version of the homepage.

Since site visitors are interested in information, keeping your Web site up to date is important. If products or services change on a regular basis, you will want to change them on the site. If you have interactive links where customers expect responses, then someone will have to be assigned to respond to these electronic requests on a regular basis.

E. Summary

How you use the Internet to generate profits will depend on your objectives and willingness to integrate the Internet into your marketing program. A well planned program will give a forest products company more exposure to potential customers and allow the company to serve their customers better. Lumber is being bought and sold via the Internet now from all reaches of the world. The Internet offers the opportunity to efficiently transfer information between you and your customers. At the beginning of the 21st Century, providing access to quality information creates a competitive advantage for forest products firms.

F. End-of-Chapter Discussion Questions

1. What are your objectives for using the Internet?
2. How will your current customers benefit from this technology?
3. How will a Web page work with your other marketing tools?
4. Can the Internet save you time and money?
5. What is your company's competitive advantage that can be demonstrated through the Internet?
6. What is the best method to present the information on the Internet?

G. Bibliography

Cross, R; Smith, J. 1995. Internet marketing that works for customers. Direct Marketing. August: 22-23.

Lewis, H. G.; Lewis R. 1997. Selling on the net: the complete guide. Lincolnwood, IL: NTC Publishing. 272 p.

U.S. Census Bureau. 2006a. Statistical abstract of the United States: 2006. 125th ed. Washington, DC. 1,023 p.

U.S. Census Bureau. 2006b. 2004 E-commerce multi-sector report. May 25, 2006. Washington, DC. 26 p. http://www.census.gov/eos/www/2004/2004reportfinal.pdf. [Date accessed: November 27, 2007].

H. Sources of Additional Information on Internet Marketing

Cronin, M. J. 1995. Doing business on the Internet: how the electronic highway is transforming American companies. 2nd ed. New York: Van Nostrand Reinhold Publishing. 368 p.

Cronin, M. J. 1996. The Internet strategy handbook: lessons from the new frontier of business. Boston, MA: Harvard Business School Press. 296 p.

Ellsworth, J. H.; Ellsworth, M. V. 1995. Marketing on the Internet: multimedia strategies for the World Wide Web. New York: John Wiley & Son Publishing. 404 p.

Emery, V. 1995. How to grow your business on the Internet. Scottsdale, AZ: Coriolis Group Books. 490 p.

Levinson, J. C.; Rubin, C. 1995. Guerrilla marketing online: the entrepreneur's guide to earning profits on the Internet. Boston, MA: Houghton Mifflin Publishing Co. 303 p.

Mathiesen, M. 1996. Marketing on the Internet. 2nd ed. Gulf Breeze, FL: Maximum Press. 415 p.

Patterson, M. C. 1997. Doing business on the World Wide Web. Menlo Park, CA: Crisp Publications. 129 p.

Vassos, T. 1996. Strategic Internet marketing. Indianapolis, IN: Que Publishing. 326 p.

VIII. Appendixes–Other Resources

The Appendixes contain resources that small and medium sized primary forest products processors may find helpful. There are also lists of books, magazines, and Web sites that provide information on the various topics discussed in the previous chapters.

Names, addresses, and other contact information were current as of September 2007. Information in Appendixes A and B is from the National Forest Products Utilization and Marketing Personnel Directory (http://www.fpl.fs.fed.us/tmu/resources/documents/2006-natl-utilization&marketing-directory.pdf). The directory is maintained by the Technology Marketing Unit located at the U.S. Forest Service's Forest Products Laboratory. In addition, the Cooperative Extension System Personnel in Forestry & Forest Products (http://www.csrees.usda.gov/nea/nre/pdfs/forest_directory.pdf) is another useful resource.

A. Trade Associations

National Trade Associations

American Forest and Paper Association
1111 Nineteenth St., NW., Suite 800
Washington, DC 20036
Phone: 1-800-878-8878
E-mail: info@afandpa.org
Web site: http://www.afandpa.org/

American Hardwood Export Council
1111 Nineteenth St., NW.,
Suite 800
Washington, DC 20036
Phone: 202-463-2720
Fax: 202-463-2787
Web site: http://www.ahec.org/

Forest Products Society
2801 Marshall Ct.
Madison, WI 53705
Phone: 608-231-1361
Fax: 608-231-2152
Web site: http://www.forestprod.org/

Hardwood Distributors Association
c/o Heidler Hardwood Lumber Company
2559 S. Damen Ave.
Chicago, IL 60608
Web site: http://www.hardwooddistributors.net/index.html

Hardwood Federation
1111 19th St., NW.,
Suite 800
Washington, DC 20036
Phone: 202-463-2705
Fax: 202-463-4702
Web site: http://www.hardwoodfederation.net/index.php

Hardwood Manufacturers Association
400 Penn Center Blvd., Suite 530
Pittsburgh, PA 15235
Phone: 412-829-0770
Fax: 412-829-0844
Web site: http://www.hmamembers.org/

International Wood Products Association
4214 King St., West
Alexandria, VA 22302
Phone: 703-820-6696
Fax: 703-820-8550
E-mail: info@iwpawood.org
Web site: http://www.iwpawood.org/

Maple Flooring Manufacturers Association, Inc.
60 Revere Dr., Suite 500
Northbrook, IL 60062
Phone: 847-480-9138
Fax: 847-480-9282
Web site: http://www.maplefloor.org/

National Hardwood Lumber Association
6830 Raleigh – LaGrange Rd.
Memphis, TN 38184-0518
Phone: 901-377-1818
E-mail: info@nhla.com
Web site:
http://www.natlhardwood.org/index.asp?userid=

National Lumber and Bldg. Material Dealers Association
900 2d St., NE., Suite 305
Washington, DC 20002
Phone: 800-634-8645
Fax: 202-547-7640
Web site: http://www.dealer.org/

National Wood Flooring Association
111 Chesterfield Industrial Blvd.
Chesterfield, MO 63005
Phone: 1-800-422-4556
Fax: 636-519-9664
Web site: http://www.woodfloors.org/consumer/index.aspx

National Wooden Pallet and Container Association
1421 Prince St., Suite 340
Alexandria, VA 22314-2805
Phone: 703-519-6104
Fax: 703-519-4720
Web site: http://www.nwpca.org/

NOFMA: The Wood Flooring Manufacturers Association
22 N. Front St., Suite 660
Memphis, TN 38103
Phone: 901-526-5016
Fax: 901-526-7022
Web site: http://www.nofma.org/

North American Wholesale Lumber Association
3601 Algonquin Rd., Suite 400
Rolling Meadows, IL 60008
Phone: 847-870-7470
Fax: 847-870-0201
Web site: http://www.lumber.org/

Society of Wood Science and Technology
One Gifford Pinchot Dr.
Madison, WI 53726-2398
Phone: 608-231-9347
Fax: 608-231-9592
Web site: http://www.swst.org/

Wood Component Manufacturers Association
741 Butlers Gate, Suite 100
Marietta, GA 30068
Phone: 770-565-6660
Fax: 770-565-6663
E-mail: wcma@woodcomponents.org
Web site: http://www.woodcomponents.org/index2.html

Wood Machinery Manufacturers of America
100 North 20th St., 4th Floor
Philadelphia, PA 19103-1443
Phone: 215-564-3484
Fax: 215-963-9785
E-mail: wmma@fernley.com
Web site: http://www.wmma.org/index.cfm

Wood Moulding and Millwork Producers Association
507 First St.
Woodland, CA 95695
Phone: 530-661-9591
Fax: 530-661-9586
Web site: http://www.wmmpa.com/

Wood Products Manufacturers Association
P.O. Box 761
Westminster, MA 01473-0761
Phone: 978-874-5445
Fax: 978-874-9946
Web site: http://www.wpma.org/

Regional Trade Associations

Allegheny Hardwood Utilization Group
P.O. Box 133
Kane, PA 16735
Phone: 814-837-8550
Web site: http://www.ahug.com/index.html

Appalachian Hardwood Manufacturers, Inc.
P.O. Box 427, High Point, NC 27261
Phone: 336-885-8315
Fax: 336-886-8865
Web site: http://www.appalachianwood.org/

Intermountain Forest Association
3731 N. Ramsey Rd., Suite 110
Coeur d'Alene, ID 83815
Phone: 208-667-4641
Fax: 208-664-0557
E-mail: info@intforest.org
Web site: http://www.ifia.com/

Lake States Lumber Association
500 S. Stephenson Ave., Suite 301
Iron Mountain, MI 49801
Phone: 906-774-6767
Fax: 906-774-7255
E-mail lsla@lakestateslumber.com
Web site: http://www.lakestateslumber.com/

Lumber Association of California and Nevada
3130 Fite Cir.
Sacramento, CA 95827
Phone: 916-369-7501
Fax: 916-369-8271
E-mail: info@lumberassoc.com
Web site: http://www.lumberassoc.com/

Materials Dealers Association
9034 East Easter Place, Suite 103
Centennial, CO 80112
Phone: 303-793-0859
Fax: 303-290-9137
Web site: http://www.mslbmda.org/index.shtml

Mid-America Lumbermen's Association
638 West 39th St.
Kansas City, MO 64111
Phone 816-561-5323
Fax: 816-561-1249
E-mail: mail@themla.com
Web site: http://www.themla.com/
Mountain States Lumber and Building

New England Lumber Manufacturers Association
272 Tuttle Rd.
Cumberland, ME 04021
Phone: 207-829-6901
Fax: 207-829-4293
E-mail: info@nelma.org
Web site: http://www.nelma.org/

Northeastern Loggers' Association
3311 State Route 28
P.O. Box 69
Old Forge, NY 13420
Phone: 315-369-3078
Fax: 315-369-3736
Web site: http://www.northernlogger.com/

Northeastern Retail Lumber Association
585 North Greenbush Rd.
Rensselaer, NY 12144
Phone: 518-286-1010
Fax: 518-286-1755
Web site:
http://www.nrla.org/homepage.htm

Northwestern Lumber Association
1405 Lilac Dr. North, #130
Minneapolis, MN 55422
Phone: 763-544-6822
Fax: 763-545-4060
Web site: http://www.nlassn.org/

Penn-York Lumbermen's Club
125 South Union St.
Olean, NY 14760
Web site: http://www.pennyork.org/

Southeastern Lumber Manufacturers Association, Inc.
671 Forest Pkwy.
P.O. Box 1788
Forest Park, GA 30298
Phone: 404-361-1445
Fax: 404-361-5963
Web site: http://www.slma.org/

Southern Forest Products Association
2900 Indiana Ave.
Kenner, LA 70065
Phone: 504-443-4464
Fax: 504-443-6612
Web site: http://www.sfpa.org/

Southern Lumber Exporters Association, Inc.
Web site: http://www.slea.org/

Southern Pine Council
2900 Indiana Ave.
Kenner, LA 70065-4605
Phone: 504-443-4464
Fax: 504-443-6612
Web site: http://www.southernpine.com/

Southern Pine Inspection Bureau
P.O. Box 10915
Pensacola, FL 32524-0915
Phone: 850-434-2611
Fax: 850-433-5594
Web site: http://www.spib.org/

Timber Producers Association of Michigan and Wisconsin
3243 Golf Course Rd.
P.O. Box 1278
Rhinelander, WI 54501
Phone: 715-282-5828
Fax: 715-282-4941
E-mail: holly@timberpa.com
Web site: http://www.timberpa.com/

West Coast Lumber Inspection Bureau
P.O. Box 23145
Tigard, OR 97281
Phone: 503-639-0651
Fax: 503-684-8928
E-mail: info@wclib.org
Web site: http://www.wclib.org/

Western Hardwood Association
P.O. Box 1095
Camas, WA 98607
Phone: 360-835-1600
Fax: 360-835-1900
E-mail: wha@westernhardwood.org
Web site: http://www.westernhardwood.com

Western Red Cedar Lumber Association
1501-700 West Pender St.
Pender Place 1, Business Bldg.
Vancouver, BC
Canada V6C 1G8
Phone: 604-684-0266
Fax: 604-687-4930
E-mail: wrcla@wrcla.org
Web site: http://www.wrcla.org/

Western Wood Products Association
522 SW Fifth Ave., Suite 500
Portland, OR 97204-2122
Phone: 503-224-3930
Fax: 503-224-3934
E-mail: info@wwpa.org
Web site: http://www.wwpa.org/

State Specific Trade Associations

Alabama

Alabama Forestry Association
555 Alabama St.
Montgomery, AL 36104
Phone: 334-265-8733
Fax: 334-262-1258
Web site: http://www.alaforestry.org/

Alaska

Alaska Forest Association
111 Stedman St., Suite 200
Ketchikan, AK 99901
Phone: 907-225-6114
Fax: 907-225-5920
Web site: http://www.akforest.org/index.htm

Arizona

Northern Arizona Wood Products Association
c/o Little Colorado River Plateau RC&D
51 W. Vista, #4
Holbrook, AZ 86025
Phone: 928-521-9476
Web site: http://www.nawpa.org/

Arkansas

Arkansas Wood Manufacturers Association
Rte. 3, Box 376A
Morrilton, AR 72110
Phone: 1-888-299-2962
E-mail: awma@arkwood.org

California

California Redwood Association
Phone: 888-CALREDWOOD
E-mail: info@calredwood.org
Web site: http://www.calredwood.org/

The California Forest Products Commission
853 Lincoln Way, Suite 208
Auburn, CA 95603
Phone: 530-823-2363
Fax: 530-823-1850
Web site: http://www.calforests.org/index.html

Colorado

Colorado Timber Industry Association
P.O. Box 32
Delta, CO 81416
Phone: 970-275-5494
E-mail: ctia@montrose.net
Web site: http://www.coloradotimber.org/

Connecticut

Eastern Connecticut Forest Landowners Association
P.O. Box 404
Brooklyn, CT 06234
Phone: 860-684-5055
Web site: http://www.ecfla.org/index.html

Delaware

Delaware Forestry Association
W. Allen Jones, President
P.O. Box 344
Bridgeville, DE 19933-0344
Phone: 410-742-3163
Web site: http://www.delawareforest.com/

Florida

Florida Wood Council
P.O. Box 1667
Mount Dora, FL 32756-1667
Phone: 352-385-0081
Fax: 352-383-8756
Web site: http://www.woodsource.org/

Georgia

Georgia Federation of Forest Owners
Archie McEuen, Secretary
2402 Manchester Dr.
Waycross, GA 31501
Phone: 912-283-0871

Hawaii

Hawaii Forest Industry Association
P.O. Box 10216
Hilo, HI 96721
Phone: 808-933-9411
Fax: 808-933-9140
Web site: http://www.hawaii-forest.org/

Idaho

Idaho Forest Products Commission
350 N. Ninth, Suite 304
Boise, ID 83702
Phone: 208-334-3292
Fax: 208-334-3449
Web site: http://www.idahoforests.org/

Illinois

Illinois Wood Products Association
Department of Forestry (Mailcode 4411)
Southern Illinois University
Carbondale, IL 62901
Phone: 618-453-3341
Web site: http://www.siu.edu/~iwpa/

Illinois Lumber and Material Dealers Association
932 South Spring St.
Springfield, IL 62704
Phone: 1-800-252-8641
Web site: http://www.ilmda.com/

Indiana

Indiana Hardwood Lumbermen's Association
3600 Woodview Trace, Suite 311
Indianapolis, IN 46268
Phone: 800-640-IHLA
Fax: 317-875-3661
E-mail: info@ihla.org
Web site: http://www.ihla.org/

Indiana Lumber and Builders' Supply Association
55 Monument Cir., Suite 732
Indianapolis, IN 46204-2918
Phone: 317-875-3737
Fax: 317-875-3717
E-mail: info@ilbsa.org
Web site: http://www.ilbsa.org/

Iowa

Iowa Wood Industries Association
1523 295th Ave.
Fort Madison, IA 52627
Phone: 319-528-6231

Kansas

Kansas Forest Products Association
P.O. Box 36
Cedar Point, KS 66843
Web site:
http://www.ksforest.org/

Kentucky

Kentucky Forest Industries Association
106 Progress Dr.
Frankfort, KY 40601
Phone: 502-695-3979
Fax: 502-695-8343
Web site: http://www.kfia.org/

Louisiana

Louisiana Forestry Association
P.O. Box 5067
Alexandria, LA 71307
Phone: 318-443-2558
Web site: http://www.laforestry.com/

Maine

Maine Forest Products Council
535 Civic Center Dr.
Augusta, ME 04330
Phone: 207-622-9288
Fax: 207-626-3002
E-mail: info@maineforest.org
Web site: http://www.maineforest.org/

Maine Wood Products Association
P.O. Box 401
Belfast, ME 04915
Phone: 207-338-2883
Fax: 207-338-2884
Web site: http://www.mainewood.org/

Maryland

Maryland Forests Association
P.O. Box 599
Grantsville, MD 21536
Phone: 301-895-5369
Web site: http://mdforests.org/

Massachusetts

Massachusetts Forest Products Association
433 West St., Suite 5
Amherst, MA 01002
Phone: 413-256-6795
Fax: 413-253-5542
Web site: http://www.massforest.com/

Michigan

Michigan Association of Timbermen
7350 M-123
Newberry, MI 49868
Phone: 800-682-4979
Fax: 906-293-5444
Web site: http://www.timbermen.org/

Michigan Lumber and Building Materials Association
5815 Executive Dr., Suite A
Lansing, MI 48911
Phone: 517-394-5225
Fax: 517-394-5228
E-mail: assn@mlbma.org
Web site: http://www.mlbma.org/pages/index.cfm

Minnesota

Minnesota Forest Industries
903 Medical Arts Bldg.
324 West Superior St.
Duluth, MN 55802
Phone: 218-722-5013
Web site: http://www.minnesotaforests.com/Index.asp

Mississippi

Mississippi Lumber Manufacturers Association
P.O. Box 5241
Jackson, MS 39296-5241
Phone: 601-982-1731
Fax: 601-982-5263
Web site: http://www.mslumbermfg.org/

Missouri

Missouri Forest Products Association
611 East Capitol Ave.
Jefferson City, MO 65101
Phone: 573-634-3252
Fax: 573-636-2591
Web site: http://www.moforest.org/

Montana

Montana Wood Products Association
1205 Butte Ave., Suite 5
P.O. Box 1149
Helena, MT 59624
Phone: 406-443-1566
Fax: 406-443-2439
E-mail: mwpa@montanaforests.com
Web site: http://www.montanaforests.com/

New Hampshire

New Hampshire Timberlands Owners Association
54 Portsmouth St.
Concord, NH 03301
Phone: 603-224-9699
Web site: http://www.nhtoa.org/

New Jersey

New Jersey Lumber Dealers Association
66 Morris Ave., Suite 2A
Springfield, NJ 07081
Phone: 973-379-1100
Fax: 973-379-6507
E-mail: info@njlda.org
Web site: http://www.njlda.org/

New York

Empire State Forest Products Association
828 Washington Ave.
Albany, NY 12203
Phone: 518-463-1297
Fax: 518-426-9502
E-mail: esfpa@esfpa.org
Web site: http://www.esfpa.org/

North Carolina

North Carolina Forestry Association
1600 Glenwood Ave., Suite 1
Raleigh, NC 27608
Phone: 919-834-3943
Fax: 919-832-6188
Web site: http://www.ncforestry.org/

Ohio

Ohio Construction Suppliers Association
41 Croswell Rd.
Columbus, OH 43214
Phone: 614-267-7817
Fax: 614-267-6448
Web site: http://www.ohiolumber.org/

Oklahoma

Oklahoma Lumbermen's Association
2801 Lincoln Blvd., Suite 237
Oklahoma City, OK 73105
Phone: 405-602-5384
Fax: 405-602-5332
Web site: http://www.oklumber.org/

Oregon

Oregon Forest Industries Council
P.O. Box 12826
Salem, OR 97309
Phone: 503-371-2942
Web site: http://www.ofic.com/

Pennsylvania

Pennsylvania Forest Products Association
301 Chestnut St., Suite 102
Harrisburg, PA 17101
Phone: 717-901-0420
Fax: 717-901-0360
Web site: http://www.paforestproducts.org/

Pennsylvania Hardwoods Development Council
Pennsylvania Department of Agriculture
2301 North Cameron St., Room 308
Harrisburg, PA 17110-9408
Phone: 717-772-3715
Fax: 717-705-0663
Web site: http://www.agriculture.state.pa.us/agriculture/cwp/view.asp?q=127137

Rhode Island

Rhode Island Forest Conservators Organization
P.O. Box 53
North Scituate, RI 02857-0053
Phone: 401-568-3421
E-mail: info@rifco.org
Web site: http://www.rifco.org/

South Carolina

South Carolina Forestry Association
P.O. Box 21303
Columbia, SC 29221-1303
Phone: 803-798-4170
Fax: 803-798-2340
E-mail: scfa@scforestry.org
Web site: http://www.scforestry.org/

Tennessee

Tennessee Forestry Association
P.O. Box 290693
Nashville, TN 37229
Phone: 615-883-3832
Web site: http://tnforestry.com/index2.html

Texas

Lumbermen's Association of Texas
816 Congress Ave., Suite 1250
Austin, TX 78701
Phone: 512-472-1194
Fax: 512-472-7378
Web site: http://www.lat.org/index.html

Utah

Utah Forest Products Association
351 W. University Blvd., PE 203
Cedar City, UT 84720
Phone: 434-586-7738
Web site: http://extension.usu.edu/forestry/Business/FPB_UFPASite.htm

Vermont

Vermont Wood Products Marketing Council
P.O. Box 6004
Rutland, VT 05702
Phone: 802-747-7900
E-mail: kwanner@vermontwood.org
Web site: http://www.vermontwood.org/

Virginia

Virginia Forest Products Association
P.O. Box 160
Sandston, VA 23150
Phone: 804-737-5625
Fax: 804-737-9437
E-mail: vfpa@att.net
Web site: http://www.vfpa.net/

Washington

Washington Forest Protection Association
724 Columbia St. NW., Suite 250
Olympia, WA 98501
Phone: 360-352-1500
Fax: 360-352-4621
E-mail: info@wfpa.org
Web site: http://www.wfpa.org/index.html

West Virginia

West Virginia Forestry Association
P.O. Box 718
Ripley, WV 25271
Phone: 304-372-1955
E-mail: wvfa@wvadventures.net
Web site: http://www.wvfa.org/

Wisconsin

Wisconsin Woodland Owners Association
P.O. Box 285
Stevens Point, WI 54481
Phone: 715-346-4798
Fax: 715-346-4821
E-mail: nbozek@uwsp.edu
Web site: http://www.wisconsinwoodlands.org/

B. Trade and Market Publications

American Lumber and Pallet
P.O. Box 1136
Fayetteville, TN 37334
Phone: 931-433-1010
Fax: 931-433-1081
E-mail: alp@amlumber.com
Web site: http://www.amlumber.com/

Crossties
115 Commerce Dr., Suite C
Fayetteville, GA 30214
Phone: 770-460-5553
Fax: 770-460-5573
E-mail: ties@RTA.org
Web site: http://www.rta.org/

Crow's Industrial Lumber Report
Crow's Weekly Market Report
4 Alfred Cir.
Bedford, MA 01730
Phone: 781-734-8900
Fax: 781-271-0337
Web site: http://www.risiinfo.com/corporate/do/welcome

Forest Products Equipment
P.O. Box 449
Saint Johnsbury, VT 05819
Phone: 1-800-422-7147
Web site: http://www.fpemagazine.com/

Hardwood Market Report
P.O. Box 2633
Memphis, TN 38088-2633
Phone: 901-767-9126
Fax: 901-767-7534
Web site: http://www.hmr.com/

Independent Sawmill and Woodlot Management
P.O. Box 1149
Bangor, ME 04402
Phone: 207-945-9469
Fax: 207-945-9874
Web site: http://www.sawmillmag.com/

Lumberman's Equipment Digest
P.O. Box 1146
Columbia, TN 38401
Phone: 1-800-477-7606
Web site: http://www.lumbermenonline.com/index.cfm

National Hardwood Magazine
P.O. Box 34908
Memphis, TN 38184
Phone: 705-750-1940
Fax: 705-750-0677
Web site: http://www.nationalhardwoodmag.com

The Northern Logger and Timber Processor
3311 State Route 28
P.O. Box 69
Old Forge, NY 13420
Phone: 315-369-3078
Fax: 315-369-3736
Web site: http://www.northernlogger.com/

Pallet Enterprise
1893-D1 Billingsgate Cir.
Richmond, VA 23233-4239
Phone: 804-740-1567
Fax: 804-740-2826
Web site: http://www.palletenterprise.com/

Pallet Profile Weekly
1893-D1 Billingsgate Cir.
Richmond, VA 23233-4239
Phone: 804-740-1567
Fax: 804-740-2826
Web site: http://www.palletprofile.com/

Random Lengths
P.O. Box 867
Eugene, OR 97440
Phone: 541-686-9925
Fax: 541-686-9629
Web site: http://www.randomlengths.com/

Southern Lumberman
P.O. Box 2268
Montgomery, AL 36102-2268
Phone: 334-834-1170
Fax: 334-834-4525
Web site: http://www.southernlumberman.com

Timber Mart-South
Center for Forest Business
Daniel B. Warnell School of Forestry and Natural Resources
University of Georgia
Athens, GA 30602-2152
Phone: 706-542-2832
Web site: http://www.tmart-south.com

Timber Processing
P.O. Box 2268
Montgomery, AL 36102-2268
Phone: 334-834-1170
Fax: 334-834-4525
Web site: http://www.timberprocessing.com

Weekly Hardwood Review
P.O. Box 471307
Charlotte, NC 28247-1307
Phone: 1-800-638-7206
Fax:704-543-4411
Web site: http://www.hardwoodreview.com/

Wood Digest
1233 Janesville Ave.
Fort Atkinson, WI 53538
Phone: 920-563-6388
Fax: 920-563-1707
Web site: http://www.wooddigest.com/

Wood and Wood Products
P.O. Box 1400
Lincolnshire, IL 60069
Phone: 847-634-4347
Fax: 847-634-4374
Web site: http://www.iswonline.com

Wood Markets Monthly International Report
Suite 501-570 Granville St.
Vancouver, BC
Canada V6C 3P1
Phone: 604-801-5996 (country code 1)
Web site: http://www.woodmarkets.com/

C. Federal Assistance

Cooperative Forestry Offices, U.S. Forest Service

Northern Region (R-1)

(Northern Idaho, Montana, North Dakota)
David Atkins
U.S. Forest Service
State and Private Forestry
Federal Bldg.
P.O. Box 7669
200 E. Broadway
Missoula, MT 59807
Phone: 406-329-3134
Fax: 406-329-3132
E-mail: datkins@fs.fed.us
Web site: http://www.fs.fed.us/r1/

Rocky Mountain Region (R-2)

(Colorado, Kansas, Nebraska, South Dakota, parts of Wyoming)
Susan Gray
U.S. Forest Service
State and Private Forestry
740 Simms St.
Golden, CO 80401
Phone: 303-275-5061
Fax: 303-275-5075
E-mail: susangray@fs.fed.us
Web site: http://www.fs.fed.us/r2/

Southwestern Region (R-3)

(Arizona, New Mexico)
Jerry Payne
U.S. Forest Service
State and Private Forestry
517 Gold Ave., SW.
Albuquerque, NM 87102
Phone: 505-842-3391
Fax: 505-842-3165
E-mail: jpayne01@fs.fed.us
Web site: http://www.fs.fed.us/r3/

Intermountain Region (R-4)

(Southern Idaho, Nevada, Utah, parts of Wyoming)
Scott W. Bell
U.S. Forest Service
State and Private Forestry
324 25th St.
Ogden, UT 84401
Phone: 801-625-5259
Fax: 801-625-5716
E-mail: sbell@fs.fd.us
Web site: http://www.fs.fed.us/r4/

Pacific Southwest Region (R-5)

(American Samoa, California, Commonwealth of Northern Mariana Islands, Federated States of Micronesia, Guam, Hawaii, Marshall Islands, Palau)
Bruce F. Goines
U.S. Forest Service
State and Private Forestry
RPF# 2221
1323 Club Dr.
Vallejo, CA 94592
Phone: 707-562-8910
Fax: 707-562-9054
E-mail: bgoines@fs.fed.us
Web site: http://www.fs.fed.us/r5/

Pacific Northwest Region (R-6)

(Oregon, Washington)
Ron Saranich
U.S. Forest Service
Cooperative Programs
333 SW. First Ave.
Portland, OR 97208-3623
Phone: 503-808-2348
Fax: 503-808-2339
E-mail: rsaranich@fs.fed.us
Web site: http://www.fs.fed.us/r6/welcome.shtml

Southern Region (R-8)

(Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia)
George Hernandez
U.S. Forest Service,
Cooperative Forestry
State and Private Forestry
1720 Peachtree Rd., NW.
Atlanta, GA 30367
Phone: 404-347-7397
Fax: 404-347-2776
E-mail: ghernandez@fs.fed.us
Web site: http://www.fs.fed.us/r8/spf/

Alaska Region (R-10)

(Alaska)
Vacant
U.S. Forest Service
3301 “C” St., Suite. 202
Anchorage, AK 99503
Phone: 907-743-9467
Fax: 907-443-9479
E-mail:
Web site: http://www.fs.fed.us/r10/spf/cf/

Northeastern Area State and Private Forestry – New England and New York

(Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont)
Rob Clark
U.S. Forest Service
271 Mast Rd.
Durham, NH 03824
Phone: 603-868-7716
Fax: 603-868-7604
Web site: http://www.na.fs.fed.us/

Northeastern Area State and Private Forestry – Midwest

(Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Wisconsin)
Vacant
U.S. Forest Service
1992 Folwell Ave.
St. Paul, MN 55108
Phone: 651-649-5246
Fax: 651-649-5238
Web site: http://www.na.fs.fed.us/

Northeastern Area State and Private Forestry – Mid-Atlantic

(Delaware, Maryland, New Jersey, Ohio, Pennsylvania, Washington DC, West Virginia)
Al Steele
U.S. Forest Service
180 Canfield St.
Morgantown, WV 26505
Phone: 304-285-1530
Fax: 304-285-1505
Web site: http://www.na.fs.fed.us/

Northeastern Area State and Private Forestry – Eastern Hardwood Region

(Alabama, Arkansas, Connecticut, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Kentucky, Louisiana, Massachusetts, Maryland, Maine, Michigan, Minnesota, Missouri, Mississippi, North Carolina, Nebraska, New Hampshire, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, Vermont, Wisconsin, West Virginia)
U.S. Forest Service
Wood Education and Resource Center
301 Hardwood Lane
Princeton, WV 24740
Phone: 304-487-1510
Web site: http://www.na.fs.fed.us/werc/

Steve Milauskas, Director
Phone: 304-487-1510 x233
E-mail: smilauskas@fs.fed.us

Ed Cesa, Deputy Director
Phone: 304-285-1530
E-mail: ecesa@fs.fed.us

Lew McCreery, Biomass Coordinator
Phone: 304-285-1538
E-mail: lmccreery@fs.fed.us

Susan LeVan-Green, Program Manager
Phone: 608-231-9518
E-mail: slevan@fs.fed.us Mark Knaebe, Wood Technologist
Phone: 608-231-9422
E-mail: mknaebe@fs.fed.us

John “Rusty” Dramm, Forest Products Utilization Specialist
Phone: 608-231-9326
E-mail: jdramm@fs.fed.us

National

U.S. Forest Service
Technology Marketing Unit
Forest Products Laboratory
One Gifford Pinchot Dr.
Madison, WI 53726-2398
Phone: 608-231-9504
Fax: 608-231-9592
Web site: http://www.fpl.fs.fed.us/tmu/

Research Stations, U.S. Forest Service

U.S. Forest Service
Northern Research Station
Forestry Sciences Laboratory
241 Mercer Springs Rd.
Princeton, WV 24740
Phone: 304-431-2700
Fax: 304-431-2772
Web site: http://www.fs.fed.us/ne/princeton/

Jan Wiedenbeck, Research Forest Products Technologist / Project Leader
Phone: 304-431-2708
E-mail: jwiedenbeck@fs.fed.us

Edward Thomas, Research Computer Scientist
Phone: 304-431-2324
E-mail: ethomas@fs.fed.us

Bill Luppold, Economist
Phone: 304-431-2770
E-mail: wluppold@fs.fed.us
Delton Alderman, Research Forest Products Technologist
Phone: 304-431-2734
E-mail: dalderman@fs.fed.us

Al Schuler, Research Forester
Phone: 304-431-2727
E-mail: aschuler@fs.fed.us

U.S. Forest Service
Northern Research Station
359 Main Rd.
Delaware, OH 43015-8640
Phone: 740-368-0059
Fax: 740-368-0152
Web site: http://www.fs.fed.us/ne/delaware/

Matt Bumgardner, Forest Product Technologist
Phone: 740-368-0059
E-mail: mbumgardner@fs.fed.us

U.S. Forest Service
Northern Research Station
1992 Folwell Ave.
St. Paul, MN 55108
Phone: 651-649-5150
Fax: 651-649-5140
Web site: http://www.ncrs.fs.fed.us/

Ron Piva, Forester
Phone: 651-649-5150
E-mail: rpiva@fs.fed.us

U.S. Forest Service
Pacific Northwest Research Station
Forestry Sciences Laboratory
1221 SW. Yamhill, Suite 200
Portland, OR 97205
P.O. Box 3890
Portland, OR 97208
Phone: 503-808-2000
Fax: 503-808-2020
Web site: http://www.fs.fed.us/pnw/

Eini C. Lowell, Research Scientist
Phone: 503-808-2072
E-mail: elowell@fs.fed.us

U.S. Forest Service
Sitka Wood Utilization R&D Center
204 Siginaka Way
Sitka, AK 99835-7316
Phone: 907-747-4308
Web site: http://www.fs.fed.us/pnw/sitka/
Allen Brackley, Team Leader
Phone: 907-747-4308
E-mail: abrackley@fs.fed.us

David Nicholls, Research Forest Products Technologist
Phone: 907-747-4312
E-mail: dlnicholls@fs.fed.us

U.S. Forest Service
Southern Research Station
Brooks Forest Products Center
1650 Ramble Rd.
Blacksburg, VA 24061-0503
Phone: 540-231-4016
Fax: 540-231-1383
Web site: http://www.srs4702.forprod.vt.edu/

Philip Araman, Project Leader
Phone: 540-231-5341
E-mail: paraman@fs.fed.us

Jim Chamberlain, Research Forest Products Technologist
Phone: 540-231-3611
E-mail: jchamberlain@fs.fed.us

D. State Assistance

Alabama

Bruce Springer
Alabama Forestry Commission
6650 Old Hwy. 31 N.
Gardendale, AL 35071
Phone: 205-631-2552
Web site: http://www.forestry.state.al.us/

Ken Muehlenfeld
Auburn University
Forest Products Development Center
3301 Forestry and Wildlife Bldg.
Auburn, AL 36849
Phone: 334-844-1094
Fax: 334-844-4873
E-mail: muehlkj@auburn.edu
Web site: http://wwwforestry.auburn.edu/

Jimmy Glascow
Northwest-Shoals Community College
Alabama Center for Advanced
Woodworking Technology
2080 College Rd.
Phil Campbell, AL 35581
Phone: 256-331-6371
Fax: 256-331-6388
E-mail: jimmyglasgow@nwscc.edu
Web site: http://www.acawt.org/

Alaska

Alaska Division of Forestry
3700 Airport Way
Fairbanks, AK 99709
Phone: 907-269-8474
Web site: http://www.dnr.state.ak.us/
forestry/

Dan Parrent
Juneau Economic Development Council
Wood Products Development Service
204 Siginaka Way
Sitka, AK 99835-7316
Phone: 907-747-5688
Fax: 907-747-4331
E-mail:dparrent@ptialaska.net
Web site: http://www.jedc.org/

Arizona

Arizona State Land Department
1110 W Washington St.,
Suite 100
Phoenix, AZ 85007
Phone: 602-771-1403
Web site: http://www.land.state.az.us/
divisions/fire.htm

Herbert A. “Herb” Hopper III
Little Colorado River Plateau RC&D
51 West Vista, Room 4
Holbrook, AZ 86025
Phone: 928-524-6063
Fax: 928-524-6609
E-mail: Herbert.Hopper@rcd.net
Web site: http://littlecolorado.org/

Arkansas

Larry Nance
Arkansas Forestry Commission
3821 West Roosevelt Rd.
Little Rock, AR 72204-6396
Phone: 501-296-1935
Fax: 501-296-1739
E-mail: larry.nance@arkansas.gov
Web site: http://www.forestry.state.ar.us/

David Patterson
University of Arkansas at Monticello
School of Forest Resources
P.O. Box 3468
Monticello, AR 71656
Phone: 870-460-1652
E-mail: pattersond@uamont.edu
Web site: http://www.afrc.uamont.edu

California

California Department. of Forestry and Fire
Protection
1416 Ninth St.
P.O. Box 944246
Sacramento, CA 94244-2460
Phone: 916-653-7772
Web site: http://www.fire.ca.gov/

John Shelly
Forest Products Advisor
University of California Cooperative Extension
1301 South 46th St., Bldg. 478
Richmond, CA 94804-4698
Phone: 510-231-9414
E-mail: john.shelly@nature.berkeley.edu
Web site: http://www.rfs.berkeley.edu/index.html

Colorado

Tim Reader, Utilization and Marketing Forester
Colorado State Forest Service
FLC 7233
1000 Rim Dr.
Durango, CO 81301-3908
Phone: 970-247-5250
Fax: 970-247-5252
E-mail: treader@lamar.colostate.edu
Web site: http://www.colostate.edu/programs/cowood/

Chris Jennings, Forest Products Specialist
Colorado State Forest Service
123 Forestry, 1472 Campus Delivery
Colorado State University
Fort Collins, CO 80523-1472
Phone: 970-491-2958
Fax: 970-491-6754
E-mail: jennings@lamar.colostate.edu
Web site: http://www.colostate.edu/programs/cowood/

Kurt Mackes
Harvesting and Wood Products Utilization
Department of Forest, Range, and Watershed Management – 1470
Colorado State University
Fort Collins, CO 80523-1470
Phone: 970-491-4066
Fax: 970-491-8754
E-mail: kmackes@cnr.colostate.edu
Web site: http://www.warnercnr.colostate.edu/frws/

Connecticut

Doug Emmerthal
Connecticut Department of Environmental Protection
Division of Forestry
79 Elm St.
Hartford, CT 06106-5127
Phone: 860-424-3630
Fax: 860-424-4070
E-mail: douglas.emmerthal@po.state.ct.us
Web site: http://www.dep.state.ct.us/burnatr/forestry/index.htm

Delaware

Sam Topper
Delaware Department of Agriculture
Forest Service
18074 Redden Forest Dr.
Georgetown, DE 19947
Phone: 302-856-2893
Fax: 302-856-5039
E-mail: sam.topper@state.de.us
Web site: http://www.state.de.us/deptagri/

Dot Abbott-Donnelly, Renewable Resources Agent
University of Delaware Cooperative Extension
69 Transportation Cir.
Dover, DE 19901
Phone: 302-730-4000
Fax: 302-735-8130
E-mail: dotad@udel.edu
Web site: http://ag.udel.edu/extension/

Florida

Jarek Nowak
Florida Division of Forestry
3125 Conner Blvd., Mailstop C25
Tallahassee, FL 32399-1650
Phone: 850-414-9936
Fax: 850-921-6724
E-mail: nowakj@doacs.state.fl.us
Web site: http://www.fl-dof.com/

Marian Marinescu
University of Florida
West Florida Research and Education Center
5988 Hwy. 90, Bldg. 4900
Milton, FL 32583
Phone: 850-983-5216
Fax: 850-983-5774
E-mail: marinescu@ufl.edu
Web site: http://wfrec.ifas.ufl.edu/

Georgia

John Wells
Georgia Forestry Commission
P.O. Box 819
Macon, GA 31202-0819
Phone: 478-751-3521
Fax: 478-751-3559
E-mail: jwells@gfc.state.ga.us
Web site: http://www.gatrees.org/

Ben Jackson
University of Georgia
Warnell School of Forestry and Natural Resources
Room 4-435
Athens, GA 30602
Phone: 706-542-9051
Fax: 706-542-3342
E-mail: bjack@arches.uga.edu
Web site: http://www.warnell.uga.edu/

Risher A. Willard, Staff Forester
Utilization Marketing and Development
Georgia Forestry Commission
15133 Georgia Hwy. 129 N.
Claxton, GA 30417
Phone: 912-739-4734
Fax: 912-739-9061
E-mail: rwillard@gfc.state.ga.us
Web site: http://www.gatrees.org/

Hawaii

Hawaii Division of Forestry and Wildlife
1151 Punchbowl St.
Honolulu, HI 96813
Phone: 808-587-4182
Fax: 808-587-0160
E-mail: Paul.J.Conry@hawaii.gov
Web site: http://www.dofaw.net/

Idaho

Craig Foss
Idaho Department of Lands
Bureau of Forestry Assistance
3780 Industrial Ave. South
Coeur d'Alene, ID 83815
Phone: 208-769-1525
E-mail: cfoss@idl.idaho.gov
Web site: http://www.idl.idaho.gov/

Illinois

Illinois Department of Natural Resources
One Natural Resources Way
Springfield, IL 62702
Phone: 217-785-8762
Fax: 217-785-2438
Web site: http://dnr.state.il.us/conservation/forestry/

Jay C. Hayek, Extension Forester
University of Illinois
Natural Resources and Environmental Sciences
W-521 Turner Hall, MC-047
1102 S. Goodwin Ave.
Urbana, IL 61801
Phone: 217-244-0534
Fax: 217-244-3219
E-mail: jhayek@uiuc.edu
Web site: http://www.dmi.uiuc.edu/

Indiana

Jeff Settle, Forest Products Utilization and Marketing Specialist
Indiana Department of Natural Resources
Division of Forestry
Jackson–Washington State Forest
1278 East State Rd. 250
Brownstown, IN 47220
Phone: 812-358-2160
Fax: 812-358-5837
E-mail: jsettle@dnr.IN.gov
Web site: http://www.state.in.us/dnr/forestry/

Dan Cassens
Wood Research Laboratory
Purdue University
175 Marsteller St.
West Lafayette, IN 47807-2033
Phone: 765-494-3619
Fax: 765-494-1134
E-mail: dcassens@purdue.edu
Web site: http://www.agriculture.purdue.edu/fnr/woodresearch/

Iowa

Dennis Michel
Iowa Department of Natural Resources
Forestry Bureau
Wallace State Office Bldg.
502 East Ninth St.
Des Moines, IA 50319-0034
Phone: 515-281-4924
Fax: 515-281-6794
E-mail: denny.michel@dnr.iowa.us
Web site: http://www.iowadnr.com/forestry/

Kansas

Dave Bruton
Utilization and Marketing Specialist
Kansas Forest Service
318 Broadway St.
Valley Falls, KS 66088-1302
Phone: 785-945-6147
Fax: 785-945-6882
E-mail: dbruton@ksu.edu
Web site: http://www.kansasforests.org/

Kentucky

Larry Lowe
Kentucky Division of Forestry
627 Comanche Trail
Frankfort, KY 40601
Phone: 502-564-4496
Fax: 502-564-6553
E-mail: larry.lowe@ky.gov
Web site: http://www.forestry.ky.gov/

Terry Conners
University of Kentucky
Department of Forestry
202 T.P. Cooper Bldg.
Lexington, KY 40546-0073
Phone: 859-257-2463
Fax: 859-323-1031
E-mail: tconners@uky.edu
Web site: http://www.ca.uky.edu/forestry/conners.php

Louisiana

Michael E. Buchart, Director
Forest Products Marketing, Utilization and Development
Louisiana Department of Agriculture and Forestry
5825 Florida Blvd.
P.O. Box 3334
Baton Rouge, LA 70821
Phone: 225-922–1280
Fax: 225-922–1289
E-mail: mike_b@ldaf.state.la.us
Web site: http://www.ldaf.state.la.us/

Todd F. Shupe, Professor
Louisiana Forest Products Development Center
Louisiana State University
Room 111, Renewable Natural Resource Bldg.
Baton Rouge, LA 70803
Phone: 225-388-6432
Fax: 225-578-4251
E-mail: tshupe@agcenter.lsu.edu
Web site: http://www.rnr.lsu.edu/Faculty/shupe.htm

Maine

Peter Berringer
Maine Forest Service
22 State House Station
Augusta, ME 04333-0022
Phone: 207-287-2791
Fax: 207-287-8422
Web site: http://www.state.me.me.us/doc/mfs/mfshome.htm

James Philp, Wood Technology Extension Specialist
University of Maine
261 Nutting Hall
Orono, ME 04469-5755
Phone: 207-581-2885
Fax: 207-581-3466
E-mail: jphilp@umext.maine.edu
Web site: http://www.umaine.edu/umext/forestry/

Maryland

Dan Rider, Associate Director
Maryland Forest Service
Tawes State Office Bldg., E1
Annapolis, MD 21401
Phone: 410-260-8583
Fax: 410-260-8595
E-mail: drider@dnr.state.md.us
Web site: http://www.dnr.state.md.us/forests/

Massachusetts

Gordon Boyce
Massachusetts Department of Environmental Management
433 West St., Suite 8
Amherst, MA 01002
Phone: 413-253-5634
Fax: 413-253-5542
E-mail: gordon.boyce@state.ma.us
Web site: http://www.mass.gov/dcr/stewardship/forestry/

Michigan

Anthony Weatherspoon, Forest Products Technical Services Specialist
Michigan Department of Natural Resources
Stevens T. Mason Bldg.
P.O. Box 30452
Lansing, MI 48909-7952
Phone: 517-373-1275
Fax: 517-373-2443
E-mail: weathera@michigan.gov
Web site: http://www.michigan.gov/dnr

Minnesota

Keith Jacobson, Forest Products Utilization and Marketing Program Leader
Minnesota Department of Natural Resources
Division of Forestry
500 Lafayette Rd.
St. Paul, MN 55155-4044
Phone: 651-259-5270
Fax: 651-296-5954
E-mail: keith.jacobson@dnr.state.mn.us
Web site: http://www.dnr.state.mn.us/forestry/

Michael Reichenbach
Forest Economic Development
University of Minnesota
Cloquet Forestry Center
179 University Rd.
Cloquet, MN 55720
Phone: 218-726-6470
Fax: 218-879-0857
E-mail: reich027@umn.edu
Web site: http://cfc.cfans.umn.edu/index.html

Mississippi

Mississippi Forestry Commission
301 N Lamar St., Suite 300
Jackson, MS 39201
Phone: 601-359-1386
Fax: 601-359-1349
Web site: http://www.mfc.state.ms.us/

Phil Steele
Mississippi State University
Department of Forest Products
Box 9820
Mississippi State, MS 39762
Phone: 662-325-8083
E-mail: psteele@cfr.msstate.edu
Web site: http://www.cfr.msstate.edu/forestp/

Duane Motsenbocker, Wood Products Specialist
Mississippi State Extension Service
Food and Fiber Center
P.O. Box 9642
Mississippi State, MS 39762
Phone: 662-325-2160
Fax: 662-325-7844
E-mail: duanem@ext.msstate.edu
Web site: http://msucares.com/forestry/

Missouri

John Tuttle
Missouri Department of Conservation
2901 West Truman Blvd.
P.O. Box 180
Jefferson City, MO 65102
Phone: 573-522-4115
Fax: 573-526-6670
E-mail: John.Tuttle@mdc.mo.gov
Web site: http://www.mdc.mo.gov/

Montana

Montana Department of Natural Resources and Conservation
Forestry Division
2705 Spurgin
Missoula, MT 59804
Phone: 406-542-4300
Fax: 406-542-4217
Web site: http://www.dnrc.state.mt.us/forestry/

Peter Kolb, Extension Specialist
Montana State University Extension Forestry
32 Campus Dr.
Missoula, MT 59812
Phone: 406-243-4705
Fax: 406-243-4715
E-mail: efpfk@forestry.umt.edu
Web site: http://www.forestry.umt.edu/hosting/extensionforestry/

Nebraska

Dennis Adams, Rural Forestry Program Leader
Nebraska Forest Service
109 Plant Industry Bldg.
University of Nebraska
Lincoln, NE 68583
Phone: 402-472-5822
Fax: 402-472-2964
E-mail: dadams2@unl.edu
Web site: http://www.nfs.unl.edu/

Nevada

Pete Anderson
Nevada Division of Forestry
2525 S. Carson St.
Carson City, NV 89701
Phone: 775-684-2512
Fax: 775-687-4244
E-mail: petea@forestry.nv.gov
Web site: http://dcnr.nv.gov/

New Hampshire

New Hampshire Department of Resources and Economic Development
Division of Forests and Lands
172 Pembroke Rd.
Concord, NH 03302-1856
Phone: 603-271-2214
Fax: 603-271-6488
Web site: http://www.nhdfl.org/

Sarah Smith
Forest Industry Extension Specialist
University of New Hampshire
210 Nesmith Hall
131 Main St
Durham, NH 03824
Phone: 603-862-2647
Fax: 603-862-0107
E-mail: sarah.smith@unh.edu
Web site: http://extension.unh.edu/Forestry/Forestry.htm

New Jersey

Ed Lempicki
New Jersey Department of Environmental Protection
Forest Service
501 East State St.
P.O. Box 404
Trenton, NJ 08625
Phone: 609-292-2520
Fax: 609-984-0378
E-mail: elempick@dep.state.nj.us
Web site: http://www.state.nj.us/dep/parksandforests/

New Mexico

Kim Kostelnik
New Mexico Forestry Division
1220 S. Saint Francis St.
P.O. Box 1948
Santa Fe, NM 87504-1948
Phone: 505-476-3337
E-mail: kim.kostelnik@state.nm.us
Web site: http://www.emnrd.state.nm.us/FD/index.htm

New York

Sloane Crawford
New York Department of Environmental Conservation
Bureau of Private Land Services
625 Broadway, 5th Floor
Albany, NY 12233
Phone: 518-402-9415
Fax: 518-402-9028
E-mail: sncrawfo@gw.dec.state.ny.us
Web site: http://www.dec.state.ny.us/Website/dlf/privland/utilization/index.html

William Smith, Professor
Construction Management and Wood Products Engineering
College of Environmental Science and Forestry
Baker Laboratory
State University of New York
1 Forestry Dr.
Syracuse, NY 13210-2786
Phone: 315-470-6832
Fax: 315-480-6879
E-mail: wbsmith@esf.edu
Web site: http://www.esf.edu/wpe/wus/

North Carolina

Mike Mann, Utilization Forester
North Carolina Division of Forest Resources
1616 Mail Service Center
Raleigh, NC 27699-1616
Phone: 919-733-2162
Fax: 919-715-4350
E-mail: michael.mann@ncmail.net
Web site: http://www.dfr.state.nc.us/

Joe Denig, Wood Products Extension
North Carolina State University
Department of Wood and Paper Science
3036-D Biltmore
Campus Box 8003
Raleigh, NC 27695
Phone: 919-515-5552
Fax: 919-515-8739
E-mail: joe_denig@ncsu.edu
Web site: http://www.ces.ncsu.edu/nreos/wood/

Michael Lee, Wood Products Extension
North Carolina State University
College of Natural Resources
3036-B Biltmore
Campus Box 8003
Raleigh, NC 27695
Phone: 919-515-7746
Fax: 919-515-8739
E-mail: mjlee@ncsu.edu
Web site: http://www.ces.ncsu.edu/nreos/wood/

Phil Mitchell, Wood Products Extension
North Carolina State University
College of Natural Resources
3036-E Biltmore
Campus Box 8003
Raleigh, NC 27695
Phone: 919-515-5581
Fax: 919-515-8739
E-mail: phil_mitchell@ncsu.edu
Web site: http://www.ces.ncsu.edu/nreos/wood/

North Dakota

Robert Harsel
North Dakota Forest Service
P.O. Box 604
Lisbon, ND 58054-0604
Phone: 701-683-4323
Fax: 701-683-5895
E-mail: Robert.Harsel@ndsu.edu
Web site: http://www.ndsu.nodak.edu/ndsu/lbakken/forest/

Ohio

Andy Sabula
Ohio Department of Natural Resources
Division of Forestry
2045 Morse Road
Building H-1
Columbus, OH 43229
Phone: 614-265-6703
Fax: 614-447-9231
E-mail: andrew.sabula@dnr.state.oh.us
Web site: http://www.dnr.state.oh.us/forestry/

Oklahoma

Kurt Atkinson, Assistant Director
Oklahoma Department of Agriculture, Food and Forestry
Forestry Division
2800 N. Lincoln Blvd.
P.O. Box 528804
Oklahoma City, OK 73152
Phone: 405-522-6158
Fax: 405-522-4583
E-mail: kurt@oda.state.ok.us
Web site: http://www.ok.gov/~okag/index.htm

Oregon

Joe Misek
Oregon Department of Forestry
2600 State St., Bldg. D
Salem, OR 97310
Phone: 503-945-7414
Fax: 503-945-7490
E-mail: jmisek@odf.state.or.us
Web site: http://www.odf.state.or.us/

Eric Hansen, Forest Products Marketing
Oregon State University
Department of Wood Science and Engineering
108 Richardson Hall
Corvallis, OR 97331
Phone: 541-737-4240
Fax: 541-737-3385
E-mail: eric.hansen2@oregonstate.edu
Web site: http://owic.oregonstate.edu/

Scott Leavengood, Associate Professor-Forestry Extension
Director, Oregon Wood Innovation Center
Oregon State University
Department of Wood Science and Engineering
130 Richardson Hall
Corvallis, OR 97331
Phone: 541-737-4212
Fax: 541-737-3385
E-mail: scott.leavengood@oregonstate.edu
Web site: http://owic.oregonstate.edu/

John Punches, Associate Professor – Forestry Extension
Oregon State University
Douglas County Extension
P.O. Box 1165
1134 SE. Douglas Ave.
Roseburg, OR 97470
Phone: 541-672-4461
Fax: 541-672-4453
E-mail: john.punches@oregonstate.edu
Web site: http://woodscience.oregonstate.edu/

Pennsylvania

Pennsylvania Department of Conservation and Natural Resources
Bureau of Forestry
P.O. Box 8552
Harrisburg, PA 17105-8552
Phone: 717-787-2703
Fax: 717-783-5109
Web site: http://www.dcnr.state.pa.us/

Chuck Ray, Assistant Professor
Pennsylvania State University
School of Forest Resources
205 Forest Resources Bldg.
University Park, PA 16802
Phone: 814-863-0679
Fax: 814-863-7193
E-mail: cdr4@psu.edu
Web site: http://www.sfr.cas.psu.edu/

D. Wayne Bender, Hardwoods Development Specialist
Hardwoods Development Council
2301 N. Cameron St., Room 308
Harrisburg, PA 17110
Phone: 717-772-3715
Fax: 717-705-0663
E-mail: dbender@state.pa.us
Web site: http://hardwoods.teampa.com/NewAccount/hdcReg1.aspx

Rhode Island

Tom Abbott
Division of Forest Environment
Arcadia Headquarters
260 Arcadia Rd.
Hope Valley, RI 02832
Phone: 401-539-2356
Fax: 401-539-1157
E-mail: tabbott@dem.state.ri.us
Web site: http://www.dem.ri.gov/programs/bnatres/forest/index.htm

South Carolina

Tim Adams
South Carolina Forestry Commission
P.O. Box 21707
Columbia, SC 29221
Phone: 803-896-8802
Fax: 803-798-8097
E-mail: tadams@forestry.state.sc.us
Web site: http://www.state.sc.us/forest/

South Dakota

Greg Josten, Forest Stewardship Coordinator
South Dakota Department of Agriculture
3305½ W. South St.
Rapid City, SD 57702-8160
Phone: 605-394-2395
Fax: 605-394-2549
E-mail: greg.josten@state.sd.us
Web site: http://www.state.sd.us/doa/

Tennessee

Doug Schnabel
Tennessee Department of Agriculture
Division of Forestry
P.O. Box 40627
Nashville, TN 37204-0627
Phone: 615-837-5430
Fax: 615-837-5003
E-mail: doug.schnabel@state.tn.us
Web site: http://www.state.tn.us/agriculture/forestry/

Adam M. Taylor, Assistant Professor, Forest Products
University of Tennessee Extension – Forestry, Wildlife and Fisheries
2506 Jacob Dr., Room 203
Knoxville, TN 37996
Phone: 865-946-1125
Fax: 865-946-1109
E-mail: adamtaylor@utk.edu
Web site: http://web.utk.edu/~tfpc/

Texas

Texas Forest Service
301 Tarrow, Suite 364
College Station, TX 77840-7896
Phone: 979-458-6606
Fax: 979-458-6610
Web site: http://txforestservice.tamu.edu/

Burl Carraway, Program Manager
Texas A&M University
John B. Connally Bldg.
301 Tarrow, Suite 364
College Station, TX 77840-7896
Phone: 979-458-6630
Fax: 979-458-6633
E-mail: bcarraway@tfs.tamu.edu
Web site: http://tfsweb.tamu.edu/sustainable/article.aspx

Utah

Ron Gropp
Utah Department of Natural Resources
Division of Forestry, Fire and State Lands
1594 West North Temple, Suite 3520
Box 146703
Salt Lake City, UT 84114–5703
Phone: 801-538-5457
Fax: 801-533-4111
E-mail: nrslf.rgrapp@state.ut.us
Web site: http://www.ffsl.utah.gov/

Vermont

Paul Frederick, Wood Utilization Specialist
Vermont Department of Forests, Parks and Recreation
103 South Main St., Bldg. 10 South
Waterbury, VT 05671-0601
Phone: 802-241-3698
Fax: 802-244-1481
E-mail: paul.frederick@state.vt.us
Web site: http://www.vtfpr.org/

Robert DeGeus, Wood Utilization Specialist
Vermont Department of Forests, Parks and Recreation
103 South Main St., Bldg. 10 South
Waterbury, VT 05671-0601
Phone: 802-241-3671
Fax: 802-244-1481
E-mail: bob.degeus@state.vt.us
Web site: http://www.vtfpr.org/

Virginia

Charles W. Becker III
Utilization and Marketing Manager
Virginia Department of Forestry
900 Natural Resources Dr., Suite 800
Charlottesville, VA 22903-0758
Phone: 434-977-1375
Fax: 434-296-2369
E-mail: charlie.becker@dof.virginia.gov
Web site: http://www.dof.virginia.gov/

Robert L. Smith Wood Products
Extension Specialist
Virginia Tech
College of Natural Resources
Brooks Center, 0503
Blacksburg, VA 24061
Phone: 540-231-9759
Fax: 540-231-8868
E-mail: rsmith4@vt.edu
Web site: http://www.woodscience.vt.edu/

Brian H. Bond
Extension Specialist
Virginia Tech
College of Natural Resources
Brooks Center, 0503
Blacksburg, VA 24061
Phone: 540-231-8752
Fax: 540-231-8868
E-mail: bbond@vt.edu
Web site: http://www.woodscience.vt.edu/

Washington

Washington Department of Natural Resources
111 Washington St., SE.
Olympia, WA 98504-7001
Phone: 360-902-1603
Fax: 360-902-1775
Web site: http://www.dnr.wa.gov/Pages/default.aspx

Jim Freed, Special Forest Products Extension Professor
Washington State University Extension
1111 Washington St., SE
P.O. Box 47037
Olympia, WA 98504-7037
Phone: 360-902-1314
Fax: 360-902-1757
E-mail: freedj@wsu.edu
Web site: http://ext.wsu.edu/

Vikram Yadama, Extension Specialist
Washington State University
Wood Materials and Engineering Laboratory
P.O. Box 641806
Pullman, WA 99164-1806
Phone: 509-355-2262
Fax: 509-335-5077
E-mail: vyadama@wsu.edu
Web site: http://www.cfr.washington.edu/index.html

West Virginia

Gregory W. Cook
West Virginia Division of Forestry
1900 Kanawha Blvd. East
Charleston, WV 25305-0180
Phone: 304-558-2788
Fax: 304-558-0143
E-mail: gcooke@wvforestry.com
Web site: http://www.wvforestry.com/

Shawn T. Grushecky, Assistant Director
West Virginia University
Division of Forestry
Appalachian Hardwood Center
P.O. Box 6125
Morgantown, WV 26506-6125
Phone: 304-293-7550
Fax: 304-293-2441
E-mail: sgrushec@wvu.edu
Web site: http://www.ahc.caf.wvu.edu/

Wisconsin

Terry Mace
Wisconsin Department of Natural Resources
Division of Forestry
One Gifford Pinchot Dr., Room 130
Madison, WI 53726-2398
Phone: 608-231-9333
Fax: 608-231-9592
E-mail: terry.mace@dnr.state.wi.us
Web site: http://www.dnr.state.wi.us/forestry/

Scott Bowe, Associate Professor and Extension Specialist
University of Wisconsin
Department of Forest Ecology and Management
120 Russell Laboratories
1630 Linden Drive
Madison, WI 53706-1598
Phone: 608-265-5849
Fax: 608-262-9922
E-mail: sbowe@wisc.edu
Web site: http://www.forest.wisc.edu/

Wyoming

Bill Crapser
Wyoming State Forestry Division
1100 West 22d St.
Cheyenne, WY 82002
Phone: 307-777-7586
Fax: 307-637-8726
E-mail: bcraps@state.wy.us
Web site: http://slf-web.state.wy.us/forestry.aspx

E. State Directories

Alabama

Forest Industries Directory
Alabama Forestry Commission
P.O. Box 302550
Montgomery, AL 36130-2550
Phone: 334-240-9300
Fax: 334-240-9390
Web site: http://www.forestry.state.al.us/Forest_Management/Forest_Industry.asp

Alaska

Alaska Wood Products Manufacturers Directory
Juneau Economic Development Council
Wood Products Development Service
204 Siginaka Way
Sitka, AK 99835
Phone: 907-747-5688
Fax: 907-747-4331
Web site: http://www.jedc.org/wood/index.htm

Arizona

Arizona Forest Products Directory
Robert E. Larson, Professor
Northern Arizona University
School of Forestry
P.O. Box 15018
110 E Pine Knoll Dr.
Flagstaff, AZ 86011
Phone: 928-523-3031
Fax: 928-523-1080
Web site: http://www.for.nau.edu/cms/

Arkansas

Arkansas Forest Industry Directory
Arkansas Forestry Commission
3821 West Roosevelt Rd.
Little Rock, AR 72204
Phone: 501-296-1940
Fax: 501-296-1949
Web site: http://www.forestry.state.ar.us/index.html

California

Forest Products Marketing Directory
California Department of Forestry and Fire Protection
P.O. Box 944246
Sacramento, CA 94244-2460
Phone: 916-653-9449
Fax: 916-653-8957
Web site: http://www.fire.ca.gov/php/index.php

Colorado

Colorado Forest Industries Directory
Colorado Wood Utilization and Marketing Assistance Center
Joe Duda
Colorado State Forest Service
Campus Delivery 5060
Foothills Campus, Bldg. 1050
Fort Collins, CO 80523
Phone: 970-491-7546
E-mail: Joseph.Duda@colostate.edu
Web site: http://www.colostate.edu/programs/cowood/

Connecticut

Connecticut Primary Wood Processors
Southern New England Forest Consortium, Inc.
P.O. Box 760
Chepachet, RI 02814
Phone: 401-568-1610
Fax: 401-568-7874
E-mail: sneforest@efortress.com
Web site: http://www.snefci.org/index.htm

Delaware

Wood Industry Directory
Delaware Department of Agriculture
Forestry Section
2320 South Dupont Hwy.
Dover, DE 19901
Phone: 302-698-4500
Fax: 302-697-6245
Web site: http://www.state.de.us/deptagri/forestry/conser.shtml

Florida

Florida Wood Using Industry Directory
Florida Department of Agriculture and Consumer Services
Division of Forestry
3125 Conner Blvd.
Tallahassee, FL 32399-1650
Phone: 904-488-6611
Fax: 904-921-6724
Web site: http://www.fl-dof.com

Georgia

Georgia Wood Using Industries and Forest Products Marketing Directory
Georgia Forestry Commission
Forest Information and Urban and Community Forestry
P.O. Box 819
Macon, GA 31202-0819
Phone: 478-751-3523
Fax: 478-751-3559
E-mail: fpumd@gfc.state.ga.us
Web site: http://www.gfc.state.ga.us/

Hawaii

Hawaii Division of Forestry and Wildlife
1151 Punchbowl St., Room 325
Honolulu, HI 96813
Phone: 808-587-0166
Fax: 808-587-0160
Web site: http://www.dofaw.net/

Idaho

Directory of Idaho Wood Products Manufacturers
Idaho Department of Forest Products
College of Natural Resources
University of Idaho
P.O. Box 441132
Moscow, ID 83844-1132
Phone: 208-885-9663
Fax: 208-885-6226
E-mail: forprod@uidaho.edu
Web site: http://www.cnrhome.uidaho.edu/forp/

Illinois

Illinois Sawmill Directory
Illinois Department of Natural Resources
Division of Resource Protection and Stewardship
One Natural Resources Way
Springfield, IL 62702-1271
Phone: 217-785-8774
Fax: 217-785-2438
Web site: http://dnr.state.il.us/

Indiana

Primary/Secondary Forest Products Industries
Indiana Department of Natural Resources
Division of Forestry
1278 E State Road 250
Brownstown, IN 47220
Phone: 812-358-2160
Fax: 812-358-5837
Web site: http://www.in.gov/dnr/forestry/

Iowa

Iowa Forest Products Directory
Iowa Department of Natural Resources
Bureau of Forestry
Wallace Office Bldg. – 502 East Ninth
Des Moines, IA 50319
Phone: 515-281-4924
Fax: 515-281-6794
Web site: http://www.iowadnr.com/forestry/

Kansas

Kansas Sawmills
Kansas Forest Service
Harold G. Gallaher Bldg.
2610 Clafin Rd.
Manhattan, KS 66502
Phone: 785-532-3300
Fax: 785-532-3305
E-mail: kfs@lists.oznet.ksu.edu
Web site: http://www.kansasforests.org/

Kentucky

Primary Wood Industry Directory
Kentucky Division of Forestry
627 Comanche Trail
Frankfort, KY 40601
Phone: 502-564-4496
Fax: 502-564-6553
Web site: http://www.forestry.ky.gov/

Louisiana

Directory of Louisiana's Primary Forest Industries
Louisiana Department of Agriculture and Forestry
Office of Forestry
P.O. Box 1628
Baton Rouge, LA 70821-1628
Phone: 225-925-4500
Fax: 225-922-1356
Web site: http://www.ldaf.state.la.us/divisions/forestry/

Maine

Primary Processor Mill List
Maine Department of Conservation
Bureau of Forestry
State House Station #22
Augusta, ME 04333
Phone: 207-289-4995
Fax: 207-289-2400
Web site: http://www.state.me.us/doc/mfs/

Maryland

Maryland Forest Product Operators List
Maryland Department of Natural Resources Forest Service
580 Taylor Ave.
Annapolis, MD 21401
Phone: 410-260-8505
Fax: 410-260-8595
Web site: http://www.dnr.state.md.us/forests/

Massachusetts

Massachusetts Primary Wood Processors
Southern New England Forest Consortium, Inc.
P.O. Box 760
Chepachet, RI 02814
Phone: 401-568-1610
Fax: 401-568-7874
E-mail: sneforest@efortress.com
Web site: http://www.snefci.org/index.htm

Michigan

Wood Products in Michigan: A Directory of Mills and Manufacturers
Michigan Forest Products Producers, Truckers, Brokers and Dealers
Michigan Department of Natural Resources
Forest, Minerals, Fire Management
Stevens T. Mason Bldg.
P.O. Box 30452
Lansing, MI 48909-7952
Phone: 517-373-1275
Fax: 517-373-2443
Web site: http://www.michigandnr.com/wood/

Minnesota

Minnesota Primary Forest Products Directory
Minnesota Department of Natural Resources
Division of Forestry
DNR Bldg., Box 44
500 Lafayette Rd.
St. Paul, MN 55155-4044
Phone: 612-296-6491
Fax: 612-296-5954
Web site: http://www.dnr.state.mn.us/forestry/index.html

Mississippi

Mississippi's Primary Forest Industries
Mississippi Forestry Commission
301 N. Lamar St., Suite 300
Jackson, MS 39201
Phone: 601-359-1386
Fax: 601-359-1349
Web site: http://www.mfc.state.ms.us/

Missouri

Directory of Primary Wood Processors
Missouri Department of Conservation
Forestry Section
2901 West Truman Blvd.
P.O. Box 180
Jefferson City, MO 65102
Phone: 573-751-4115
Fax: 573-526-6670
Web site: http://www.mdc.mo.gov/forest/

Montana

Montana Forest Products Industry Directory
The University of Montana
Bureau of Business and Economic Research (MBB005)
Gallagher Business Bldg.
32 Campus Dr. #6840
Missoula, MT 59812-6840
Phone: 406-243-5113
Fax: 406-243-2086
Web site: http://www.bber.umt.edu/content/?x=1032

Nebraska

Nebraska Forest Products Manufacturers – Primary Processors
Nebraska Forest Service
109 Plant Industry Bldg.
University of Nebraska – Lincoln
Lincoln, NE 68583-0815
Phone: 402-472-5822
Fax: 402-472-2964
Web site: http://www.nfs.unl.edu/

Nevada

Nevada Division of Forestry
2525 South Carson St.
Carson City, NV 89701
Phone: 775-684-2500
Fax: 775-687-4244
Web site: http://www.forestry.nv.gov/

New Hampshire

New Hampshire Directory of Sawmills and Lumber Wholesalers
University of New Hampshire Cooperative Extension
210 Nesmith Hall
131 Main St.
University of New Hampshire
Durham, NH 03824
Phone: 603-862-2647
Fax: 603-862-0107
Web site: http://extension.unh.edu/

New Jersey

Primary Processing Directory
Department of Environmental Protection
Forest Service
P.O. Box 404
501 East State St.
Trenton, NJ 08625
Phone: 609-292-2531
Fax: 609-984-0378
Web site: http://www.state.nj.us/dep/parksandforests/

New Mexico

Wood Industry Directory
New Mexico Energy, Minerals and Forestry Division
Natural Resources Department
P.O. Box 1948
Santa Fe, NM 87504-1948
Phone: 505-476-3325
Fax: 505-476-3330
Web site: http://www.emnrd.state.nm.us/EMNRD/MAIN/index.htm

New York

Directory of Primary Wood-Using Industries
New York Department of Environmental Conservation
Bureau of Private Land Services
625 Broadway
Albany, NY 12233-4252
Phone: 518-402-9425
Fax: 581-402-9028
Web site: http://www.dec.state.ny.us/

North Carolina

Buyers of Forest Products
North Carolina Division of Forest Resources
1616 Mail Service Center
Raleigh, NC 27699-1616
Phone: 919-733-2162
Fax: 919-715-5247
Web site: http://www.dfr.state.nc.us/

North Dakota

North Dakota Sawmill Directory
North Dakota Forest Service
P.O. Box 604
Lisbon, ND 58054
Phone: 701-683-4323
Fax: 701-683-5895
Web site: http://www.ndsu.nodak.edu/forestservice/

Ohio

Commercial Fire Wood Dealers, Portable Sawmill Directory
Ohio Department of Natural Resources
Division of Forestry
2045 Morse Rd., Bldg. H-1
Columbus, OH 43229
Phone: 614-265-6703
Fax: 614-265-6709
Web site: http://www.dnr.state.oh.us/forestry/Home/industries/default/tabid/5251/Default.aspx

Oklahoma

Sawmills, Timber Buyers
Oklahoma Department of Agriculture, Food and Forestry
P.O. Box 528804
Oklahoma City, OK 73152-9913
Phone: 405-522-6158
Fax: 405-522-4583
E-mail: okforest@oda.state.ok.us
Web site: http://www.forestry.ok.gov/directories

Oregon

Oregon Forest Industry Directory
Oregon State University
Oregon Wood Innovation Center
Corvallis, OR 97331
Phone: 541-737-1438
Fax: 541-737-3385
E-mail: chris.knowles@oregonstate.edu
Web site: http://www.orforestdirectory.com/

Pennsylvania

Wood Industry Directory
Pennsylvania State University
School of Forest Resources
205 Forest Resources Bldg.
University Park, PA 16802
Phone: 814-863-0679
Fax: 814-863-7193
E-mail: cdr4@psu.edu
Web site: http://woodpro.cas.psu.edu/

Rhode Island

Rhode Island Primary Wood Processors
Southern New England Forest Consortium, Inc.
P.O. Box 760
Chepachet, RI 02814
Phone: 401-568-1610
Fax: 401-568-7874
E-mail: sneforest@efortress.com
Web site: http://www.snefci.org/index.htm

South Carolina

Directory of Primary Forest Industries
Forestry Commission
P.O. Box 21707
Columbia, SC 29221
Phone: 803-896-8800
Fax: 803-798-8097
Web site: http://www.state.sc.us/forest/

South Dakota

Directory of South Dakota Forest Products Industries
South Dakota Division of Resource Conservation and Forestry
Department of Agriculture
523 E. Capitol Ave.
Pierre, SD 57501-3182
Phone: 605-773-3623
Fax: 605-773-5926
Web site: http://www.state.sd.us/doa/forestry/index.htm

Tennessee

Directory of Tennessee's Forest Industries
Tennessee Department of Agriculture
Division of Forestry
Ellington Agriculture Center
Box 40627, Mel Rose Station
Nashville, TN 37204
Phone: 615-837-5431
Fax: 615-837-5003
Web site: http://www.state.tn.us/agriculture/forestry/twui.html

Utah

Utah and Nevada Wood Industry Directory
Utah Division of Forestry, Fire, and State Lands
1594 West North Temple, Suite 3520
P.O. Box 145703
Salt Lake City, UT 84114-5703
Phone: 801-538-5555
Fax: 801-533-4111
Web site: http://www.ffsl.utah.gov/

Vermont

Directory of Sawmills and Veneer Mills
Vermont Department of Forests, Parks, and Recreation
103 South Main St.
Bldg. 10 South
Waterbury, VT 05671-0601
Phone: 802-241-3678
Fax: 802-244-1481
Web site: http://www.vtfpr.org/

Virginia

Virginia Primary Forest Products Directory
Virginia Department of Forestry
900 Natural Resources Dr.
Suite 800
Charlottesville, VA 22903
Phone: 434-977-6555
Fax: 434-296-2369
Web site: http://www.dof.virginia.gov/

Washington

Forest Industry Mill Directory
Washington Department of Natural Resources
Forest Landowner Assistance
P.O. Box 407046
Olympia, WA 98504-7046
Phone: 206-902-1650
Fax: 206-902-1788
Web site: http://www.dnr.wa.gov/

West Virginia

The Forest Industry
West Virginia Bureau of Commerce
Division of Forestry
1900 Kanawha Blvd. East
Charleston, WV 25305
Phone: 304-558-2788
Fax: 304-558-0143
Web site: http://www.wvforestry.com/indassistance.cfm?menucall=industry

Wisconsin

Primary Wood Using Industry Database
Secondary Wood Using Industry Database
Department of Forest Ecology and Management
University of Wisconsin – Madison
1630 Linden Dr.
Madison, WI 53706
Phone: 608-265-5849
Fax: 608-262-9922
E-mail: sbowe@wisc.edu
Web site: http://www.woodindustry.forest.wisc.edu/

Wyoming

Wyoming Forest Industry Directory
Wyoming Office of State Lands and Investments
Forestry Division
1100 West 22d St.
Cheyenne, WY 82002
Phone: 307-777-7586
Fax: 307-777-5986
Web site: http://slf-web.state.wy.us/

F. Assistance with Exporting

Federal Assistance

U.S. Foreign Agricultural Service
Forest and Fishery Products Division
1400 Independence Ave.
AG Stop 1047
Washington, DC 20250-1047
Phone: 202-720-0638
Fax: 202-720-8461
E-mail: ffpd@fas.usda.gov
Web site: http://www.fas.usda.gov/ffpd/fpd.html

U.S. Department of Commerce
International Trade Administration
Brian Woodward, Forest Products Industry Specialist
1401 Constitution Ave. NW.
Washington, DC 20230
Phone: 202-482-0375
Web site: http://trade.gov/index.asp

USDA Animal and Plant Health Inspection Service
4700 River Rd.
Riverdale, MD 20737
Phone: 301-734-7799
Fax: 301-734-5221
Web site: http://www.aphis.usda.gov/

State Assistance

Alabama

Alabama Department of Agriculture and Industries
Division of International Trade and Marketing
P.O. Box 3336
Montgomery, AL 36109
Phone: 334-240-7224
Fax: 334-240-7270
Web site: http://www.agi.alabama.gov/international_trade

Alaska

Alaska Governor's Office of International Trade
550 West 7th Ave., Suite 1700
Anchorage, AK 99501
Phone: 907-269-8118
Fax: 907-269-7461
Web site: http://www.gov.state.ak.us/trade/

Arizona

Arizona Department of Commerce
International Trade
1700 W. Washington, Suite 600
Phoenix, AZ 85007
Phone: 602-771-1155
Web site: http://www.azcommerce.com/BusAsst/

Arkansas

Arkansas Department of Economic Development
One State Capitol Mall
Little Rock, AR 72201
Phone: 501-682-1121
Fax: 501-682-7394
Web site: http://www.1800arkansas.com/

California

California Agricultural Export Program
1220 N St., 2d Floor
Sacramento, CA 95814
Phone: 916-654-0389
Fax: 916-653-2604
Web site: http://www.calagexports.com/home.htm

Colorado

Colorado Office of Economic Development and International Trade
1625 Broadway, Suite 2700
Denver, CO 80202
Phone: 303-892-3840
Fax: 303-892-3848
Web site: http://www.state.co.us/oed/international-trade-office/index.cfm

Connecticut

Connecticut Department of Economic and Community Development
International Division
505 Hudson St.
Hartford, CT 06106
Phone: 860-270-8067
Fax: 860-270-8016
Web site: http://www.ct.gov/ecd/cwp/view.asp?a=1102&Q=249862

Delaware

Delaware Office of Management and Budget
International Trade and Development
820 N. French St.
Wilmington, DE 19801
Phone: 302-577-8464
Web site: http://itc.omb.delaware.gov/

Florida

Florida Bureau of Development and Information
Mayo Bldg., M9
407 South Calhoun St.
Tallahassee, FL 32399-0800
Phone: 850-488-9948
Web site: http://www.florida-agriculture.com/development.htm

Georgia

Georgia Department of Agriculture
Office of International Trade and Domestic Marketing
19 Martin Luther King Jr. Dr., SW.
Atlanta, GA 30334
Phone: 404-656-3740
Web site: http://agr.georgia.gov

Hawaii

Hawaii Department of Business, Economic Development and Tourism
Office of International Affairs
P.O. Box 2359
Honolulu, HI 96804
Phone: 808-586-2423
Web site: http://www.hawaii.gov/dbedt/business/international/

Idaho

Idaho State Department of Agriculture
Division of International Marketing
P.O. Box 790
Boise, ID 83701-0791
Phone: 208-332-8500
Fax: 208-334-2170
Web site: http://www.agri.idaho.gov/Categories/Marketing/indexMarketing.php

Illinois

Illinois Departmnet of Agriculture
International Marketing
P.O. Box 19281, State Fairgrounds
Springfield, IL 62794-9281
Phone: 217-782-2172
Web site: http://www.agr.state.il.us/marketing/intmrkt.html

Indiana

Indiana Economic Development Corporation
Office of International Development
One North Capitol, Suite 700
Indianapolis, IN 46204
Phone: 317-233-3762
Fax: 317-232-4146
Web site: http://www.in.gov/iedc/

Iowa

Iowa Department of Economic Development
200 East Grand Ave.
Des Moines, IA 50309
Phone: 515-242-4700
Fax: 515-242-4809
Web site: http://www.iowalifechanging.com/business

Kansas

Kansas Department of Agriculture
Trade Development Division
Curtis State Office Bldg.
1000 SW. Jackson St., Suite 100
Topeka, KS 66612
Phone: 785-296-5473
Web site: http://www.kansascommerce.com

Kentucky

Kentucky Department of Agriculture
100 Fair Oaks Land, 5th Floor
Frankfort, KY 40601
Phone: 502-564-4983
Fax: 502-564-0303
Web site: http://www.kyagr.com/

Louisiana

Louisiana Department of Agriculture and Forestry
P.O. Box 3334
Baton Rouge, LA 70821-3334
Phone: 225-922-1277
Fax: 225-922-1289
Web site: http://www.ldaf.state.la.us/divisions/marketing

Maine

Maine Department of Agriculture
Market and Production Development Division
Deering Bldg. – AMHI Complex
28 State House Station
Augusta, ME 04333-0028
Phone: 207-287-9072
Web site: http://www.maine.gov/agriculture/mpd

Maryland

Maryland Department of Agriculture
International Marketing Program
50 Harry S. Truman Pkwy.
Annapolis, MD 21401
Phone: 410-841-5770
Web site: http://www.mda.state.md.us/md_products

Massachusetts

Massachusetts Department of Agricultural Resources
Bureau of Markets – Foreign Trade
251 Causeway St., Suite 500
Boston, MA 02114
Phone: 617-626-1753
Web site: http://www.mass.gov/agr/

Michigan

Michigan Department of Agriculture
International and New Market Development Program
P.O. Box 30017
Lansing, MI 48909
Phone: 517-241-2178
Web site: http://www.michigan.gov/mda

Minnesota

Minnesota Trade Office
Suite 1000
30 East 7th St.
St. Paul, MN 55101-4902
Phone: 651-297-4222
Web site: http://www.exportminnesota.com/

Mississippi

Mississippi Department of Agriculture and Commerce
Market Development
Patrick Sullivan, Bureau Director
P.O. Box 1609
Jackson, MS 39215
Phone: 601-359-1158
Fax: 601-354-6001
E-mail: PatrickS@mdac.state.ms.us
Web site: http://www.mdac.state.ms.us/

Missouri

Missouri Department of Agriculture
Division of Ag. Business Development
John Hensley, Business and Industry Specialist
P.O. Box 630
Jefferson City, MO 65102
Phone: 573-751-4762
Fax: 573-751-2868
E-mail: abd@mda.mo.gov
Web site: http://www.mda.mo.gov/

Montana

Montana Department of Agriculture
Agricultural Marketing and Business Development
P.O. Box 200201
Helena, MT 59620-0201
Phone: 406-444-3144
Web site: http://agr.mt.gov/business/busMktng.asp

Nebraska

Nebraska Department of Economic Development
Office of International Trade and Investment
P.O. Box 94666
Lincoln, NE 68509-4666
Phone: 800-426-6505
Fax: 402-471-3778
Web site: http://international.neded.org/

Nevada

Nevada Commission on Economic Development
108 E. Proctor
Carson City, NV 89701
Phone: 775-687-4325
Web site: http://www.expand2nevada.com/

New Hampshire

New Hampshire Office of International Commerce
International Trade Resource Center
17 New Hampshire Ave.
Portsmouth, NH 03801
Phone: 603-334-6074
E-mail: itrc@dred.state.nh.us
Web site: http://www.exportnh.org

New Jersey

New Jersey Department of Agriculture
Division of Marketing and Development
P.O. Box 330
Trenton, NJ 08625
Phone: 609-292-5575
Web site: http://www.state.nj.us/agriculture/

New Mexico

New Mexico Department of Economic Development
Office of International Trade
1100 Saint Francis Dr., Suite 1060
Santa Fe, NM 87505
Phone: 505-827-0278
Web site: http://www.edd.state.nm.us/

New York

New York Department of Agriculture and Markets
Division of Agricultural Protection and Development
10B Airline Dr.
Albany, NY 12235
Phone: 518-457-7076
Web site: http://www.agmkt.state.ny.us/

North Carolina

North Carolina Department of Agriculture and Consumer Services
International Trade Office
2 West Edenton St.
1020 Mail Service Center
Raleigh, NC 27699-1020
Phone: 919-733-7912
Web site: http://www.ncagr.com/index.htm

North Dakota

North Dakota Department of Agriculture
Marketing Division
600 E Boulevard Ave., Dept. 602
Bismarck, ND 58505-0020
Phone: 701-328-2231
Web site: http://www.agdepartment.com/

Ohio

Ohio Department of Agriculture
Division of Markets
8995 East Main St.
Reynoldsburg, OH 43068
Phone: 614-728-6200
Web site: http://www.ohioagriculture.gov/

Oklahoma

Oklahoma Department of Agriculture
Market Development Division
2800 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: 405-521-3864
Web site: http://www.oda.state.ok.us/

Oregon

Oregon Department of Agriculture
Development and Marketing Division
1207 NW. Naito Pkwy., Suite 104
Portland, OR 97209-2832
Phone: 503-872-6600
Fax: 503-872-6601
E-mail: info@oda.state.or.us
Web site: http://www.oregon.gov/ODA/

Pennsylvania

Pennsylvania Department of Community and Economic Development
Commonwealth Keystone Bldg.
400 North St., 4th floor
Harrisburg, PA 17120-0225
Phone: 866-466-3972
Web site: http://www.newpa.com/

Rhode Island

Rhode Island Division of Agriculture
Agriculture/Marketing and Promotion Unit
235 Promenade St.
Providence, RI 02908-5767
Phone: 401-222-2781
Web site: http://www.dem.ri.gov/programs/bnatres/agricult/

South Carolina

South Carolina Department of Agriculture
P.O. Box 11280
1200 Senate St.
Columbia, SC 29211
Phone: 803-734-2211
Web site: http://www.scda.state.sc.us/

South Dakota

South Dakota Department of Agriculture
Division of Agricultural Development
523 E. Capitol Ave.
Pierre, SD 57501-5254
Phone: 605-773-5436
Web site: http://www.state.sd.us/doa/

Tennessee

Tennessee Department of Agriculture
Market Development Division
P.O. Box 40627
Nashville, TN 37204
Phone: 615-837-5160
Fax: 615-837-5194
Web site: http://picktnproducts.org/producer/intlmkt.html

Texas

Texas Department of Agriculture
International Marketing
P.O. Box 12847
Austin, TX 78711
Phone: 512-463-7472
Web site: http://www.gotexan.org/gt/home

Utah

Utah Department of Agriculture and Food
Division of Marketing and Development
P.O. Box 146500
350 North Redwood Rd.
Salt Lake City, UT 84114-6500
Phone: 801-538-7108
Web site: http://ag.utah.gov/marketing/promotion.html

Vermont

Vermont Agency of Commerce and Community Development
Vermont Global Trade Partnership
National Life Bldg., Drawer 20
Montpelier, VT 05620-0501
Phone: 802-828-1176
Web site: http://www.thinkvermont.com/index.cfm

Virginia

Virginia Department of Agriculture and Consumer Services
102 Governor St.
Richmond, VA 23219
Phone: 804-371-8991
Web site: http://www.vdacs.virginia.gov/international

Washington

Washington Department of Agriculture
International Marketing Program
1111 Washington St. SE.
P.O. Box 42560
Olympia, WA 98504-2560
Phone: 360-902-1915
Web site: http://agr.wa.gov/

West Virginia

West Virginia Department of Agriculture
Marketing and Development Division
1900 Kanawha Blvd., East
State Capitol, Room E-28
Charleston, WV 25305-0170
Phone: 304-558-2201
Web site: http://www.wvagriculture.org/

Wisconsin

Wisconsin Department of Agriculture, Trade and Consumer Protection
Division of Agricultural Development
International AgriBusiness Center
P.O. Box 8911
Madison, WI 53708
Phone: 608-224-5100
Web site: http://www.datcp.state.wi.us

Wyoming

Wyoming Business Council
214 West 15th St.
Cheyenne, WY 82002
Phone: 307-777-6589
Web site: http://www.wyomingbusiness.org/

THE WOOD EDUCATION AND RESOURCE CENTER (WERC) is administered by the Northeastern Area State and Private Forestry of the Forest Service, U.S. Department of Agriculture. WERC's mission is to facilitate networking and information exchange with the forest products industry, in order to enhance opportunities that sustain forest products production. WERC's programs support managerial and technical innovation that keep businesses competitive, and provide state-of-the-art training, technology transfer, and applied research. The center consists of offices, training facilities, and a rough mill in Princeton, WV, and serves the 35 States in the eastern hardwood region of the United States.

WWW.NA.FS.FED.US/WERC/